

NBC TELEVISION NETWORK NEWS X-H

January 3, 1961

SEN. HUMPHREY TO FACE A.M.A. SPOKESMAN IN "NATION'S FUTURE" DEBATE
ON LINKING MEDICAL CARE FOR THE AGED TO SOCIAL SECURITY

"Should Medical Care for the Aged Be Linked to Social Security?" will be debated by Senator Hubert H. Humphrey (D.-Minn.) and Dr. Edward A. Annis, a spokesman for the American Medical Association, on NBC-TV Network's "The Nation's Future" broadcast Saturday, Jan. 14 (9:30-10:30 p.m. EST).

The program, originating from the NBC Studios in New York, will be moderated by John K. M. McCaffery. The series is produced by Robert Allison under the supervision of Irving Gitlin, executive producer.

Senator Humphrey, a candidate for Democratic Presidential nomination in 1960, was one of the proponents of the medical care bill that was sponsored by Senator John F. Kennedy and was defeated in the special session of Congress last Summer.

Dr. Annis is chief of the department of surgery of the Mercy Hospital in Miami, Fla., and chairman of the Legislative Committee of the Florida State Medical Association. He was designated by the American Medical Association as its spokesman on "The Nation's Future."

Producer Robert Allison said that the scope of the problem to be debated is indicated by the fact that there are now 16 million Americans over 65 years of age. Since 1900, while the population has doubled, the number of Americans over 65 has quadrupled. In 1900, the average life span was slightly more than 47 years, while today it is about 70.

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January 3, 1961

G.O.P. CONGRESSIONAL LEADERS TO 'MEET THE PRESS'

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Sen. Dirksen and Rep. Halleck to Be Interviewed Jan. 8

Senator Everett M. Dirksen (Ill.) and Representative Charles A. Halleck (Ind.), the two Republican leaders in Congress, will be interviewed on "Meet the Press" Sunday, Jan. 8 (NBC-TV Network broadcast in color 6 p.m., EST; NBC Radio Network, except WNBC, as part of "Monitor," 6:30 p.m. EST; WNBC time, 6:35 p.m. EST). Dirksen is minority leader of the Senate and Halleck of the House.

They will be interviewed by Lyle Wilson of United Press International, Jack Bell of Associated Press, Richard C. Harkness of NBC News, and Lawrence E. Spivak, producer and permanent panelist of "Meet the Press." Ned Brooks will be moderator of the program, which will originate live in Washington. "Meet the Press" is a Public Affairs presentation of NBC News.

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January 4, 1961

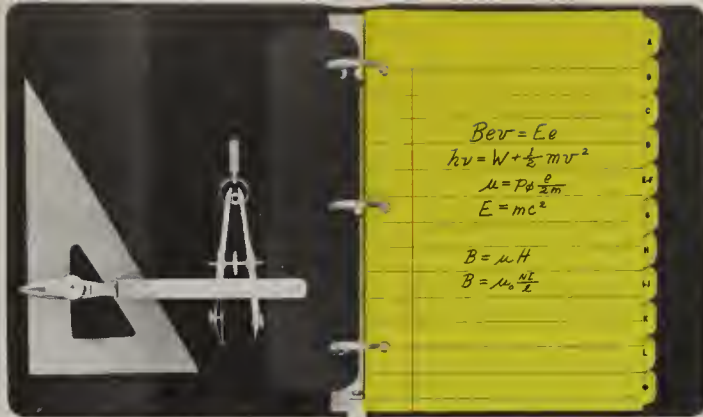
AMERICAN GAS ASSOCIATION RENEWS ITS SPONSORSHIP
OF 'BARBARA STANWYCK SHOW' FOR REST OF SEASON

The American Gas Association has renewed its sponsorship of "The Barbara Stanwyck Show" for the balance of the 1960-61 season, it was announced today by Don Durgin, Vice President, Sales, NBC Television Network.

"The Barbara Stanwyck Show" premiered on NBC-TV Sept. 19, 1960, and has rapidly become one of television's most popular anthology series. It is presented Mondays, 10-10:30 p.m. EST. The drama-adventure series, with Miss Stanwyck as hostess and star, is produced by Louis F. Edelman in association with NBC.

The renewal order for American Gas was placed through Lennen and Newell Inc.

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CONTINENTAL CLASSROOM
NBC TELEVISION NETWORK
6:00-7:00 AM MON.-FRI.

January 4, 1961

'CONTINENTAL CLASSROOM' COLOR BROADCASTS

COMMERCE'S GROWING DEPENDENCE ON MATHEMATICS EMPHASIZED
BY HARVARD'S DR. FREDERICK MOSTELLER, WHO WILL TEACH
COAST-TO-COAST COURSE ON PROBABILITY AND STATISTICS

The growing dependence of many types of business on mathematics, especially those areas of mathematics having to do with probability and statistics, was emphasized in New York today by Dr. Frederick Mosteller, Chairman of the Department of Statistics at Harvard University.

Dr. Mosteller said there is hardly a single "high technology" area of industry today which is not heavily dependent on mathematics -- and the availability of trained mathematicians.

Dr. Mosteller will teach a coast-to-coast television course on Probability and Statistics to be broadcast in color by the National Broadcasting Company in its "Continental Classroom" beginning Monday, Jan. 30. It will be carried by 171 NBC stations Monday through Friday from 6:30 to 7 a.m. local time. The course, to be presented by NBC in cooperation with Learning Resources Institute, will run through Friday, May 26.

Some 300 colleges and universities throughout the nation will offer credit to students who will watch the course on TV and satisfy locally established examination standards.

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2 - "Continental Classroom"

Paul Clifford, of Montclair (N. J.) State College, who will be associated with Dr. Mosteller in teaching the course, spoke today of some areas of business which are most influenced by mathematics. Among them, he said, are: quality control (an area in which Mr. Clifford is a nationally known expert); actuarial and underwriting work; and design and programming of electronic data processing equipment.

It is expected that many companies will encourage their technically trained employees to watch or participate in the Probability and Statistics course.

"Continental Classroom" was television's pioneering effort to help repair the critical lag in qualified science instruction. It was launched in 1958-59 with a two-semester course in Atomic Age Physics. A two-semester course in Modern Chemistry was presented in 1959-60. A two-semester course in Contemporary Mathematics was the new offering for 1960-61. The current term, devoted to Modern Algebra, will end Friday, Jan. 27.

(Modern Chemistry, last year's "Continental Classroom" color broadcast course, is being repeated coast-to-coast this season via tape Monday through Friday at 6 a.m. local time.)

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NBC-New York, 1/4/61

January 4, 1961

SPECIAL NBC NEWS PROGRAMS COVER U.S.-CUBA BREAK

A special NBC News program covering the break in diplomatic relations between the United States and Cuba was presented on the NBC-TV Network last night (Tuesday, Jan. 3, 11:15-11:30 p.m. EST).

The program included reports by NBC News correspondents Ray Scherer, Robert McCormick, Bryson Rash and Wilson Hall, who recently returned to New York from his post in Havana. Frank McGee was anchorman.

A special program on the NBC Radio Network last night (Jan. 3 10:05-10:25 p.m. EST) included reports on the Cuban situation by Ray Scherer, Peter Hackes, Bryson Rash and Wilson Hall and his wife, Lee Hall, who is also an NBC News correspondent covering Cuba. Arthur Barriault was anchorman.

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NBC COLOR TELEVISION NEWS



January 4, 1961

BARRY JONES AND PAUL HARTMAN JOIN NOTABLE CAST
FOR 'TIME REMEMBERED' ON 'HALL OF FAME'

English stage and screen actor Barry Jones and Paul Hartman, veteran American comedy and dramatic performer, have been assigned starring roles for "Time Remembered" on the NBC-TV Network's "Hallmark Hall of Fame," to be broadcast in color Tuesday, Feb. 7 (7:30-9 p.m. EST).

They join a notable cast, previously announced by producer-director George Schaefer and headed by Dame Edith Evans, Christopher Plummer and Janet Munro, for the romantic comedy by Jean Anouilh.

Schaefer also announced that Sig Arno and Rex O'Malley will have featured roles in "Time Remembered." Arno will play Ferdinand, the role he created in the Broadway version (1957-58), and O'Malley has been cast as the butler. Others in the cast will include Iggie Wolfington, Sibyl Bowan, George Ebeling and Gerry Fleming.

"Time Remembered," adapted for television by Theodore Apstein from Patricia Moyes' translation, will mark Jones' fourth appearance on the "Hallmark Hall of Fame" series. He has previously starred in productions of "Little Moon of Alban," "Hamlet" and "Cradle Song." In "Time Remembered" he will play Lord Hector.

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2 - 'Time Remembered'

Jones began his career 40 years ago as a member of Sir Frank Benson's Shakespearean Company, made his Broadway bow in 1924 in "Men and the Masses," and has subsequently starred on the New York stage in many notable productions including "The Sport of Kings," "The Constant Nymph," "The Road to Rome," "The Doctor's Dilemma," "Barefoot in Athens," "Misalliance" and "The Cave Dwellers." During 1960 he starred in the London production of "The Pleasure of His Company."

Paul Hartman will portray the Landlord in "Time Remembered." He was literally born on the stage and, at four years of age, danced with his sister in a company headed by his father, Ferris Hartman. He has starred in many motion pictures and many notable television dramatizations -- including "Ford Startime," "Thriller" and "Alfred Hitchcock Presents" -- in addition to two TV series of his own, "At Home with the Hartmans" and "The Pride of the Family."

In 1947, he received both the Antoinette Perry and Donaldson Awards for his Broadway role in "Angel in the Wings." His other Broadway credits include "Red, Hot and Blue," "You Never Know," "Top-Notchers," "Keep Laughing," "All for Love," "Of Thee I Sing," "The Pajama Game" and "Drink to Me Only."

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NBC-New York, 1/4/61

NBC TELEVISION NETWORK NEWS² SX-H

January 5, 1961

NIXON TO PARTICIPATE IN TV TRIBUTE TO EISENHOWER

Vice President Nixon will participate in "Tribute to a Patriot," a special program honoring President Eisenhower and telling the story of his life and career, on the NBC-TV Network Tuesday, Jan. 10 (10-11 p.m. EST).

Mr. Nixon's statement, scheduled to be filmed today (Jan. 5) in his office in Washington, will be added to those of other world leaders appearing on the program -- including President-elect John F. Kennedy, British Prime Minister Harold Macmillan, Indian Prime Minister Jawaharlal Nehru and West German Chancellor Konrad Adenauer.

The program, to be narrated by actor James Stewart, will feature tributes from many of the President's associates and personal friends. It will be produced by Chet Hagan and directed by Robert Priaulx.

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NBC COLOR TELEVISION NEWS



January 5, 1961

BEETHOVEN'S "FIDELIO" IS NEXT NBC OPERA PRESENTATION

Two-Hour Encore Showing Scheduled for Sunday, Feb. 5

Beethoven's only opera, "Fidelio," will be the next presentation of the NBC Opera Company Sunday, Feb. 5 (NBC-TV Network color broadcast, 3-5 p.m. EST). It will be a re-showing of the highly acclaimed production of last season, with Irene Jordan in the title role of Fidelio-Leonore.

John Alexander sings Florestan; Chester Watson is Rocco, the jailor; Judith Raskin is Marcelline, Rocco's daughter; Lee Cass is Don Pizzaro, governor of the prison; Kenneth Smith is Don Ferrando, the King's minister; and Fred Cushman is Joaquin, suitor of Marcelline. Peter Herman Adler conducts.

In its color broadcast last season, the opera was greeted with wide critical and public approbation. Especially singled out for praise was the English version of Joseph Machlis. Trew Hocker designed the impressive sets of the exterior and interior of the formidable prison in which Florestan is incarcerated. Lewis Brown did the costumes.

"Fidelio" was directed by Kirk Browning and produced by Samuel Chotzinoff. This is the third presentation of the season for the NBC Opera Company, now in its 12th season. "Amahl and the Night Visitors" was shown on Dec. 25 and "Deseret" had its world premiere Jan. 1. The final presentation of the season will be a new production of Moussorgsky's "Boris Gudonov" in the English version by John Gutman on March 26.

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NBC TELEVISION NETWORK NEWS
January 5, 1961

HEADLINER HOPE FREQUENTLY AHEAD OF HEADLINES

His Guantanamo Bay Yule Show Sequence Is Latest in Long List
Of Pace-Making Appearances at Scenes of Space-Making Events

Where the news is breaking -- or about to happen -- there you'll find Bob Hope, entertaining GIs.

Now he's done it again -- this time at Guantanamo Bay, Cuba. It was there the NBC star and his troupe entertained U. S. Navy and Marine personnel last Christmas Day during Hope's holiday tour for United States servicemen in the Caribbean area.

Substantial portions of the trip, filmed on location, will be seen on the full-hour "Bob Hope Buick Christmas Show" on the NBC-TV Network Wednesday, Jan. 11 (9-10 p.m. EST). Members of Hope's troupe on the special show include Zsa Zsa Gabor, Jerry Colonna, Andy Williams, Janis Paige, Anita Bryant and Les Brown and his Band of Renown.

Hope's news sense is typified in his topical monologues which have started his air shows for almost 25 years. These routines often are revised just before air time to keep up with latest headlines.

His numerous GI entertainment tours have included "hot spots" around the world that were very much in the news. They included his August, 1943, shows in North Africa, Sicily and Italy, when both the weather and World War II were at their hottest. Hope and his troupe experienced their first bombing raids at Bizerte and Palermo. Guadalcanal, Bougainville and other Pacific fighting areas were visited by Hope in 1944 and, in 1945, he was in Europe again -- this time in France and Germany as the victorious Allied forces swept forward.

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Christmas 1948 found Hope traveling the Berlin airlift and then, in 1950, after the outbreak of the Korean war, he set out for a month of shows in Hawaii, Japan and Korea itself, with return stopovers in Alaska and the Aleutians. During that tour, Hope and his troupe landed at Wonsan, Korea, 20 minutes before the Marines and kicked off that night's show with, "Welcome Marines of the First Division. We hereby invite you to all our landings."

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NBC-New York, 1/5/61

NBC TELEVISION NETWORK NEWS

January 5, 1961

ALAN HANDLEY TO PRODUCE 'A NIGHT AT THE PALLADIUM'

Full-Hour Val Parnell Special to Have Laurence Harvey as Host
With Top U.S. and Foreign Acts Performed at London Showplace

NBC-TV veteran producer-director Alan Handley will be producer of Val Parnell's "A Night at the Palladium," special full-hour broadcast on the NBC-TV Network to be presented in March at a date to be announced.

Academy Award nominee Laurence Harvey will be host of the program which will be originated at the famed London, England, showplace where selected performances will be taped during their regular stage presentations. Parnell, Palladium impresario, will be executive producer.

Already signed for the broadcast that will include American and international talent are Charles Drake, England's most popular pantomime comedian; 100 of the colorful Coldstream Guards, and 24 Tiller Girls, precision dancers who are as well-known to London audiences as the Rockettes are to New Yorkers.

Harvey, virtually unknown to American movie audiences two-years ago, zoomed to top popularity with his performance as the young ambitious man in "Room at the Top," which brought him the Oscar nomination in 1959. He is currently co-starring in "Butterfield 8," "The Alamo" and "Expresso Bongo."

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2 - "A Night at the Palladium"

Handley has been with NBC-TV for 14 years during which time he has produced and directed such outstanding shows as "The Dinah Shore Chevy Show" (for three seasons), numerous other "Chevy Shows," "Producers' Showcase," "The George Gobel Show," "The Roy Rogers Shows," "The Emmy Nominations" and, for the past three years, the over-all TV production for the network's "Annual Academy Awards Presentations."

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NBC-New York, 1/5/61

ROBERT J. NORTHSHIELD IS NAMED A PRODUCER FOR NBC NEWS

Robert J. Northshield has been named a producer for NBC News, it was announced today by William R. McAndrew, Vice President NBC News.

Northshield, who will produce special news programs, will join a group of NBC News producers that includes Reuven Frank, Chet Hagan and Lou Hazam. He will report to Julian Goodman, Director of News and Public Affairs. His first assignment will be announced soon.

Northshield comes to NBC News from the NBC-TV Network's "The Dave Garroway Today Show." He was appointed as program manager of "Today" in May, 1960, and was subsequently named producer of the program.

His television honors include the Peabody Award and the Ohio State Award for the "Adventure" series, which he wrote and produced. He has written for "Air Power" and "You Are There," produced the "Good Morning" series and directed several of the "Seven Lively Arts" programs.

He also wrote and produced the award-winning films, "The Way of the Navajo" and "The Hopi Road." Among his other credits are "Crime, Inc." and "The Man," which he produced for NBC's "Ford Startime" series, and "Report from Outer Space" on NBC's "World Wide 60" series, for which he was the consultant.

Before entering television, Northshield was a reporter and columnist for the Chicago Sun-Times.

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NBC-New York, 1/5/61

NBC COLOR TELEVISION NEWS



January 5, 1961

SONGS--AND BIOGRAPHIES OF GUEST STARS--
FOR 'SING ALONG WITH MITCH' PREMIERE

NBC-TV's new musical series, "Sing Along With Mitch," will start Friday, Jan. 27 (9 to 10 p.m. EST) with Diana Trask, Leslie Uggams and Gloria Lambert as guest stars on the opening show. The series, to be televised in color, will be presented every other Friday night, alternating with the "Bell Telephone Hour."

A list of the songs to be sung by the "Sing Along Gang" of 25 male voices, the seven children on the show and the guest stars follow:

1. "Sing Along" theme -- opening talk by Mitch Miller.
2. "My Blue Heaven" -- the "Sing Along Gang."
3. Skyscraper Segment -- the "Sing Along Gang."
 - (a) "The Man on the Flying Trapeze."
 - (b) "Ta-Ra-Ra Boom Tee-Ay."
 - (c) "Ain't She Sweet?"
4. "Put on a Happy Face" -- Gloria Lambert and six girl dancers.
5. University Club Segment -- the "Sing Along Gang" and the six girl dancers.
 - (a) "The Whiffenpoof Song."
 - (b) "Vive L'Amour."
 - (c) "Five Foot Two."
 - (d) "Collegiate."

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6. "Hey Betty Martin" -- the seven "Sing Along Kids."
7. Ice Cream Parlor Segment -- the "Sing Along Gang."
 - (a) "Honey."
 - (b) "Peggy O'Neil."
 - (c) "Meet Me Tonight in Dreamland."
8. "Waltzing Matilda" -- Diana Trask and the "Sing Along Gang."
9. Civil War Segment -- the "Sing Along Gang."
 - (a) "Yellow Rose of Texas"
 - (b) "Aura Lee"
 - (c) "Goin' Back to Dixie"
 - (d) "Dixie"
 - (e) "Battle Hymn of the Republic"
 - (f) "Taps"
10. "Sixteen Going On Seventeen" -- Leslie Uggams.
11. Sing Along Segment -- "Sing Along Gang."
 - (a) "Sing Along"
 - (b) "Meet Me in St. Louis"
 - (c) "Bill Bailey"
 - (d) "Don't Fence Me In"
 - (e) "Goodnight, Sweetheart"
 - (f) "Be Kind to Your Web-Footed Friends"

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NBC-New York, 1/5/61

JIM LUCAS, NBC-TV NETWORK TALENT DISCOVERY, IS ASSIGNED
COMMERCIAL ANNOUNCER ROLE ON 'CONCENTRATION' SERIES

Jim Lucas, an NBC-TV Network talent discovery, has taken over the commercial announcer duties on "Concentration." The program, which stars Hugh Downs as host, is broadcast on the network Monday through Friday (11:30 a.m. EST).

Lucas, who will also act as host when Downs is on vacation, replaces Art James who is now heading the new NBC-TV daytime series "Say When."

Lucas comes from NBC affiliate WAPI-TV in Birmingham, Ala., where he was host of a three-hour daily morning program and singing emcee of a teenage music show. His popularity in Alabama brought him to the attention of David Tebet, Vice President, Talent Relations -- who is in charge of NBC's expanded talent search -- and was signed to a network contract last year.

Jim began his radio and television career in 1948 at WAVE, Louisville, Ky., also an NBC affiliate. From 1950 to 1952 he traveled around the world for the USO entertaining troops. In recent years he toured the country with a nightclub routine which combined his singing talent with his comedy ability as an impersonator.

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NBC-New York, 1/5/61

FROM THE NATIONAL BROADCASTING COMPANY

thirty Rockefeller Plaza, New York 20, N. Y.

2-X-H

WILLIAM R. McANDREW, WILLIAM K. McDANIEL AND AARON RUBIN

ARE PROMOTED TO EXECUTIVE VICE PRESIDENTS OF NBC

Julian Goodman Is Elected a Vice President

FOR RELEASE MONDAY A.M. JAN. 9, 1961

The election of three Executive Vice Presidents and one Vice President of the National Broadcasting Company was announced today by Robert W. Sarnoff, Chairman of the Board of NBC.

The promotions, all involving executives of long experience within the company, are:

William R. McAndrew, elected Executive Vice President,
NBC News.

William K. McDaniel, elected Executive Vice President,
NBC Radio Network.

Aaron Rubin, elected Executive Vice President and
Treasurer.

Julian Goodman, elected Vice President, NBC News and
Public Affairs.

Mr. McAndrew, Mr. McDaniel and Mr. Rubin will report to Robert E. Kintner, President of NBC. Mr. Goodman will report to Mr. McAndrew.

Mr. McAndrew formerly was Vice President, NBC News; Mr. McDaniel was Vice President, NBC Radio Network; Mr. Rubin was Vice President and Treasurer, and Mr. Goodman was Director, NBC News and Public Affairs.

"It is especially pleasing to make these key appointments from within the ranks of our own executives," Mr. Sarnoff said. "NBC

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2 - Appointments

is fortunate to have within the company men of this caliber, fully experienced and qualified to accept the challenges that face the ever expanding broadcasting industry.

"The promotion of Messrs. McAndrew and Goodman is recognition of the outstanding job they have done in leading NBC to unquestioned leadership in broadcast journalism. Likewise, Mr. McDaniel has led the NBC Radio Network to its present position as Number One among all radio networks in advertisers, sponsored hours and in circulation. As chief financial officer of the company, Mr. Rubin has key responsibilities in overall planning for the growth and development of the entire company."

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Mr. McAndrew has headed NBC News since 1954 and was named Vice President, NBC News, in 1958. A former United Press correspondent in Washington, and a graduate of Catholic University, he joined NBC in 1936, covering news in the nation's capital. In 1940 he left NBC to serve as executive news director of Broadcasting Magazine. Two years later he became head of the information program for the Board of Economic Warfare. Later in 1942 he went to the American Broadcasting Company as an editor for the late news broadcaster, Earl Godwin.

In 1944, Mr. McAndrew rejoined NBC as head of the network's news operation in Washington. Five years later, he became Station Manager for the NBC-owned stations in Washington, WRC-TV and WRC. In 1952 he was assigned to New York as Manager of News and Special Events for the NBC-TV and NBC Radio Networks, and in 1954 he was named Director of NBC News.

He and his wife, the former Irene Byrne, live in Bronxville, N. Y., with their children, Irene, 20; Mary, 14, and William Jr., 9.

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3 - Appointments

William K. McDaniel, a veteran of 22 years in broadcasting, started his career with NBC as a page boy in 1938. From 1940 to 1941 he was a sales executive for the Scripps-Howard Radio Corporation in the Middle West, and a year later went to Hollywood as an Account Executive for Radio Station KMPC. In 1948 he was made Sales Manager for KABC-TV in Hollywood. In 1951 he was appointed Manager of the Western Division Network Sales Department, American Broadcasting Company. The following year he joined NBC, Hollywood, as Division Manager of Spot Sales. He was later transferred to NBC's owned radio station, KNBC, in San Francisco, as Sales Manager and in May, 1951, was named General Manager of the station.

In October, 1956, Mr. McDaniel was transferred to New York and named Vice President in Charge of Sales, NBC Radio Network. In 1960 he was named Vice President, NBC Radio Network.

He was educated at Duke University, Durham, N. C., and served as a Staff Officer in the Navy during World War II. He was discharged in 1945 with the rank of lieutenant commander. He and his wife live in New York City with their two daughters, Ann, 18, and Lee, 16.

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Mr. Rubin joined NBC in October, 1937, in the Accounting Department. In 1942 he went to the American Broadcasting Company as Assistant Controller, later becoming Assistant Treasurer.

Returning to NBC on Jan. 18, 1954, as Chief Accountant, he became Manager of Budgets and Financial Evaluation and later Assistant Controller before being appointed Controller Jan. 3, 1958. He was elected Vice President and Treasurer May 6, 1960.

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4 - Appointments

Mr. Rubin lives in Syosset, L. I., N. Y., with his wife and three children. He attended City College of New York and served in the U. S. Air Force for three years during World War II.

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Mr. Goodman, a graduate of George Washington University, joined NBC News in 1945. He was later appointed Washington editor of "News of the World," then Manager of News and Special Events for the NBC Radio Network. In August, 1951, he also took over the equivalent responsibility for the Television Network, and retained both assignments when NBC's radio and TV news departments were merged.

Mr. Goodman then was named Manager of News and Special Events for NBC, Washington, and was assigned to New York as Director of News and Public Affairs in July, 1949. One of his first responsibilities was to head a new unit formed to expand programming in the area of news and public affairs.

Mr. Goodman and his wife, the former Betty Davis of Dawson Springs, Ky., and their three children -- Julie, 12; John, 9, and Jeffrey, 5 -- live in Larchmont, N. Y.

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NBC-New York, 1/6/61

NBC TELEVISION NETWORK NEWS

January 6, 1961

NBC SPECIAL PROJECTS AUGMENTS ITS STAFF WITH STEPPED-UP PRODUCTION SCHEDULED

With a stepped-up production schedule slated by NBC Special Projects in the wake of its three big "Project 20" successes of the current season ("The Coming of Christ," the 90-minute "Victory at Sea," "Those Ragtime Years"), the department will augment its production staff.

Donald B. Hyatt, Director of NBC Special Projects and producer-director of "Project 20," announced three appointments to the Special Projects department today. They are:

William Bendick, who will produce a number of specials and series in the area of entertainment programming in the broad public interest.

William Nichols, who will produce and write "America's Music," a series of full-hour events showcasing the nation's tuneful musical heritage, the first of which will be broadcast this Spring.

William A. Colleran, who will direct the first of the "America's Music" specials.

Bendick was producer of the NBC-TV Network's "Dave Garroway Today Show" from August, 1954, until September, 1955 (when he left to become a producer of the network's "Wide Wide World" series), and from September, 1958, to July, 1960. Following his "Wide Wide World" assignment, he went to Hollywood where he was engaged in producing feature films with C. V. Whitney Pictures and later producing TV

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2 - NBC Special Projects

programs with Merian C. Cooper enterprises. Before joining "Today" in 1954, he produced and directed "This Is Cinerama" and directed "Cinerama Holiday."

Nichols was producer and writer of "Those Ragtime Years," the "Project 20" program broadcast Nov. 22, 1960. He was for seven years the idea man for "Your Hit Parade" and was producer of the first two "Bell Telephone Hour" TV programs.

Colleran was director of "Your Hit Parade" from 1951 to 1956. He was producer-director of TV specials starring Debbie Reynolds, Frank Sinatra, Bing Crosby and Burl Ives. He was producer-director of the "Polly Bergen Show" in 1957-58.

(In addition to "America's Music," Special Projects ventures already announced for the current year and beyond include "The Story of Will Rogers," "The Real West," "The World of ----" series, the "Quest" series, and the "Wisdom" series.)

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NBC-New York, 1/6/61

NBC RADIO NETWORK NEWS

January 6, 1961

'GREAT DECISIONS--1961'

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NBC News Correspondents Will Discuss Problems Facing World in Forum on NBC Radio Network

"Great Decisions -- 1961," a forum in which NBC News correspondents will discuss major problems and opportunities facing the Free World in the coming year, will be broadcast on the NBC Radio Network Tuesday, Jan. 10 (8:30-9 p.m. EST).

Chet Huntley will moderate the discussion by eight other NBC News correspondents at a luncheon meeting of the Foreign Policy Association-World Affairs Center at the Waldorf-Astoria Hotel in New York the same day. The discussion will be recorded for the broadcast.

NBC News correspondents participating are, besides Huntley, Joseph C. Harsch (London), Cecil Brown (Tokyo), John Chancellor (Moscow), Welles Hangen (New Delhi-Cairo), Irving R. Levine (Rome), Edwin Newman (Paris) and John Rich (Berlin).

NBC TELEVISION NETWORK NEWS

January 6, 1961

REHEARSAL OF REENACTMENT OF CIVIL WAR START IN CHARLESTON, S.C.,
WILL BE PRESENTED ON FILM IN 'GARROWAY TODAY SHOW'

A special dress rehearsal -- filmed in Charleston, S. C. -- of the opening event in the Civil War Centennial will be shown on NBC-TV's "The Dave Garroway Today Show" Tuesday, Jan. 10.

The Civil War actually began Jan. 9, 1861, when 100 military cadets from The Citadel fired upon the steamer Star of the West as it came into Charleston harbor, bringing reinforcements and supplies for the U. S. garrison at Fort Sumter. Historians, however, consider the official date of the war's start to be April 12, when Fort Sumter itself was fired upon.

The reenactment of the bombardment of the Star of the West Monday in Charleston will mark the opening of the four-year commemoration of the Civil War. Frank Blair, newscaster of "The Dave Garroway Today Show," will narrate this event. Blair is a native of South Carolina.

Excerpts of the dress rehearsal for the reenactment will be presented on Tuesday's "Today" program, with Blair interviewing General Mark Clark, president of The Citadel, and Governor Ernest F. Hollings of South Carolina. General Clark and Governor Hollings will describe what is happening.

A "Today" sound camera crew will film the rehearsal for presentation on the show.

("The Dave Garroway Today Show" is presented Monday through Friday, 7-9 a.m. EST.)

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STAR OF UPCOMING "EVERYBODY'S DOIN' IT" COLOR SPECIAL

THE STORY OF 'ART CARNEY: ACTOR WITHOUT AN EGO'
IS UPCOMING FEATURE IN SATURDAY EVENING POST

The top headliner of the NBC-TV color special, "Everybody's Doin' It" (Tuesday, Jan. 17, 10 to 11 p.m. EST), will be the subject of a feature article entitled "Art Carney: Actor Without an Ego" in the Jan. 21 issue of the Saturday Evening Post.

The article by Roger Kahn traces Carney's versatile career since his days as a touring comedian with Horace Heidt and his Orchestra, through the seven years he spent as Ed Norton with Jackie Gleason and through his development as a dramatic actor.

Carney's nonegotistical approach to his chosen career is described in a series of incidents which point up the pleasures of working with such an actor and explains reasons for his humility and reticence.

("Everybody's Doin' It" will star Art Carney, Alice Ghostley and Lee Remick. The full-hour live color special, which will originate at New York's Ziegfeld Theatre will be a spoof of conformity and its effect on life in the United States.)

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NBC-New York, 1/6/61

CAST AND CREDITS FOR 'THE BOB HOPE BUICK CHRISTMAS SHOW'
ON THE NBC-TV NETWORK WEDNESDAY, JAN. 11 (9-10 P.M. EST)

Format:

Portions of Bob Hopes' ninth annual overseas tour of American military bases during the Christmas holidays, filmed on location in the Caribbean area at Panama Canal Zone; Puerto Rico; Antigua, West Indies; Guantanamo Bay, Cuba; Grand Turks; San Salvador and Eleuthra (a tracking center).

Starring:

Bob Hope with Zsa Zsa Gabor, Janis Paige, Jerry Colonna, Anita Bryant, Dolores Gay, Peter Leeds, Les Brown and his Band of Renown, and special guest, Andy Williams.

Directed by

Jack Shea

Produced by

Jack Hope

Choreography by

Jack Baker

Written by

John Rapp and Les White; Mort Lachman and Bill Larkin; Charles Lee

Consultant:

Norman Sullivan

Special Material:

Gig Henry

Associate Producer:

Sil Caranchini

Costumes:

Kate Drain Lawson

Makeup:

Bill Morley

Art Director:

Bob Corrigan

(more)

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2 - Cast and Credits for 'The Bob Hope Buick Christmas Show'

Technical Adviser:	John Pawlek
Director of Photography:	Alan Stensvold, A. E. C.
Sound:	Dave Forrest
Editorial Supervisor:	Mario Mora
Film Editors:	John McCafferty and Stanley Rabjohn
Special Effects:	Ted Sally Co.
Assistant Director:	Gary Nelson
Unit Manager:	Jack Watso
Production by	Hope Enterprises Inc. (film pro- duction), in association with the NBC-TV Network.
Pre-empts this date only:	"Perry Como's Kraft Music Hall"
NBC Press Representatives:	Bill Faith (Hollywood); Al Cammann (New York).

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NBC-New York, 1/6/61

Technical Advisor:

Director of Photography:

Music:

Editorial Supervisor:

Film Editor:

Special Effects:

Assistant Director:

Unit Manager:

Production Office:

Sound Editor:

Visual Effects, A. E. O.

Lead Artist:

Music Editor:

John McCarty and Studio (L.A.)

Ted Sully Co.

Gary Nelson

Jack Wilson

Hope Enterprises Inc. (L.A. Pro-

duction). In association with the

ABC-TV Network.

'Happy Come Home' (ABC-TV)

1961 (L.A. Production) and Company

(New York).

Presented this date only:

NBC News representatives:

ABC News, 1961

PROGRAM CHANGE FOR 'TRIBUTE TO A PATRIOT'

The filmed segment featuring General Mark W. Clark and diplomat Robert Murphy, (described in the NBC Daily News Report dated 12/16/60) will not be included in "Tribute to a Patriot" Tuesday, Jan. 10 (10-11 p.m. EST).

NBC-New York, 1/6/61

January 9, 1961

BLOCK DRUG COMPANY PURCHASES SPONSORSHIP
IN 'THE TALL MAN' ON NBC-TV NETWORK

The Block Drug Company has purchased sponsorship in "The Tall Man" on the NBC-TV Network Saturdays (8:30 to 9 p.m. EST), it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The series, based on history and folklore surrounding the real-life characters of Sheriff Pat Garrett and Billy the Kid, had its premiere on NBC-TV last September. Barry Sullivan stars in the role of the sheriff, with Clu Gulager as Billy the Kid.

The purchase for Block Drug Company was placed through Sullivan, Stauffer, Colwell & Bayles Inc. R. J. Reynolds Tobacco Company, through the William Esty Company Inc., continues as a co-sponsor.

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January 9, 1961

RICHARD WYLER STARS AS NEW CONTINUING
CHARACTER OF "DETECTIVE'S DIARY"

Richard Wyler, starring as special agent Anthony Smith of Scotland Yard's Interpol Division, is the new continuing central character of "Detective's Diary," NBC-TV Network Saturday series (12:30-1 p.m. EST).

The half-hour filmed series explores the cases of the international police force. It was produced in London by Edward J. Danziger and Harry Lee Danziger. The program is sponsored by Glenbrook Laboratories Division of Sterling Drug Inc. through Dancer-Fitzgerald-Sample Inc.

In the first Anthony Smith adventure, "Nest of Vipers," Smith is called in by Superintendent Mercer (John Longden) when a perfectly forged English bank note and a printing press are found at the scene of a murder. Smith's investigation takes him to Tangiers, where he breaks up a ring of international counterfeiters.

NBC TELEVISION NETWORK NEWS

January 9, 1961

'THE SECRET REBEL'

Hugh O'Brian and Howard St. John to Co-Star in Dramatization
About John Honeyman, First U.S. Counterspy and Martyr
of the Revolution, on 'Our American Heritage'

Hugh "Wyatt Earp" O'Brian and Howard St. John, in his third television portrayal of George Washington, have been signed by producer Mildred Freed Alberg to co-star in "The Secret Rebel," a dramatization about John Honeyman, American history's first counterspy and martyr of the Revolution in 1776, on NBC-TV's "The Equitable's Our American Heritage" Saturday, March 11 (9:30-10 p.m. EST).

The program, produced by Milberg Enterprises Inc. and sponsored by the Equitable Life Assurance Society of the United States through Foote, Cone and Belding, is the fourth in the current season's series of historical dramatizations. It will be directed by Alex Segal from a teleplay by Mann Rubin.

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CORRECTION FOR STORY ON NBC SPECIAL PROJECTS

Robert Bendick will produce a number of specials and series in the area of entertainment programming in the broad public interest for NBC Special Projects.

His name appeared incorrectly as William Bendick in the Jan. 6 issue of the NBC Daily News Report, which announced his appointment to the new post.

Bendick was producer of the NBC-TV Network's "Dave Garroway Today Show" from August, 1954, until September, 1955, and from September, 1958, to July, 1960. Before joining "Today," he produced and directed "This Is Cinerama" and directed "Cinerama Holiday." Between his two terms as producer of "Today," he was a producer of the network's "Wide Wide World" series.

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NBC-New York, 1/9/61

NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLOR BROADCAST SCHEDULE

For February (All Times EST)

Wednesday, Thursday and Friday, Feb. 1, 2 and 3

6-6:30 a.m. -- "Continental Classroom" - Modern Chemistry. (Repeat)
6:30-7 a.m. -- "Continental Classroom" - Contemporary Mathematics
10:30-11 a.m. -- "Play Your Hunch"
11-11:30 a.m. -- "The Price Is Right"
12:30-12:55 p.m. -- "It Could Be You"
2-2:30 p.m. -- "The Jan Murray Show"

Wednesday, Feb. 1

8:30-9 p.m. -- "The Price Is Right" - Bill Cullen emcees.
9-10 p.m. -- "Perry Como's Kraft Music Hall"
11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Thursday, Feb. 2

9:30-10 p.m. -- "The Ford Show"
11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Friday, Feb. 3

9-10 p.m. -- "The Bell Telephone Hour"

Saturday, Feb. 4

10-10:30 a.m. -- "The Shari Lewis Show"
10:30-11 a.m. -- "King Leonardo and His Short Subjects"
7:30-8:30 p.m. -- "Bonanza"

(more)

2 - NBC-TV Network Color Broadcast Schedule

Sunday, Feb. 5

3-5 p.m. -- The NBC Opera Company presents Beethoven's "Fidelio."

(Repeat)

6-6:30 p.m. -- "Meet the Press"

7-8 p.m. -- "The Shirley Temple Show"

9-10 p.m. -- "The Dinah Shore Chevy Show"

Monday, Tuesday, Wednesday and Friday, Feb. 6, 7, 8 and 10

6-6:30 a.m. -- "Continental Classroom" (Repeat)

6:30-7 a.m. -- "Continental Classroom"

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12:30-12:55 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

Monday, Tuesday and Wednesday, Feb. 6, 7 and 8

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Tuesday, Feb. 7

7:30-9 p.m. -- "The Hallmark Hall of Fame" presents "Time Remembered."

10-11 p.m. -- "Story of Love" -- "A String of Beads," by W. Somerset Maugham.

Wednesday, Feb. 8

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, Feb. 9 - "NBC-TV's Color Day, USA"

6-6:30 a.m. -- "Continental Classroom" (Repeat)

6:30-7 a.m. -- "Continental Classroom"

7-9 a.m. -- "The Dave Garroway Today Show"

10-10:30 a.m. -- "Say When"

10:30-11 a.m. -- "Play Your Hunch"
(more)

3 - NBC-TV Network Color Broadcast Schedule

Thursday, Feb. 9 - "NBC-TV's Color Day, USA" (Cont'd)

11-11:30 a.m. -- "The Price Is Right"
11:30 a.m.-12 noon -- "Concentration"
12 noon-12:30 p.m. -- "Truth or Consequences"
12:30-12:55 p.m. -- "It Could Be You"
2-2:30 p.m. -- "The Jan Murray Show"
3-3:30 p.m. -- "Young Doctor Malone"
3:30-4 p.m. -- "From These Roots"
4-5 p.m. -- The Purex Special for Women - "The Single Woman"
6:45-7 p.m. -- "Texaco Huntley-Brinkley Report"
9:30-10 p.m. -- "The Ford Show"
10-10:30 p.m. -- "The Groucho Show"
11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Friday, Feb. 10

9-10 p.m. -- "Sing Along With Mitch"

Saturday, Feb. 11

10-10:30 a.m. -- "The Shari Lewis Show"
10:30-11 a.m. -- "King Leonardo and His Short Subjects"
7:30-8:30 p.m. -- "Bonanza"

Sunday, Feb. 12

6-6:30 p.m. -- "Meet the Press"
7-8 p.m. -- "The Shirley Temple Show"
9-10 p.m. -- "The Chevy Show" presents "Autumn Crocus," a musical
play starring Janet Blair.

Monday through Friday, Feb. 13-17

6-6:30 a.m. -- "Continental Classroom" (Repeat)
6:30-7 a.m. -- "Continental Classroom"
10:30-11 a.m. -- "Play Your Hunch"
11-11:30 a.m. -- "The Price Is Right"

(more)

4 - NBC- TV Network Color Broadcast Schedule

Monday through Friday, Feb. 13-17 (Cont'd)

12:30-12:55 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

Monday through Thursday, Feb. 13-16

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Wednesday, Feb. 15

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, Feb. 16

9:30-10 p.m. -- "The Ford Show"

Friday, Feb. 17

9-10 p.m. -- "The Bell Telephone Hour"

Saturday, Feb. 18

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

7:30-8:30 p.m. -- "Bonanza"

Sunday, Feb. 19

6-6:30 p.m. -- "Meet the Press"

7-8 p.m. -- "The Shirley Temple Show"

Monday, Tuesday, Thursday and Friday, Feb. 20, 21, 23 and 24

6-6:30 a.m. -- "Continental Classroom" (Repeat)

6:30-7 a.m. -- "Continental Classroom" - Note: "Continental

Classroom" programs will be off on George Washington's Birthday
holiday Wednesday, Feb. 22.

Monday through Friday, Feb. 20-24

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12:30-12:55 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

(more)

5 - NBC-TV Network Color Broadcast Schedule

Monday through Thursday, Feb. 20-23

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Monday, Feb. 20

8:30-9:30 p.m. -- "Astaire Time," repeat of music and dancing
special starring Fred Astaire.

Wednesday, Feb. 22

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, Feb. 23

9:30-10 p.m. -- "The Ford Show"

Friday, Feb. 24

9-10 p.m. -- "Sing Along with Mitch"

Saturday, Feb. 25

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

7:30-8:30 p.m. -- "Bonanza"

Sunday, Feb. 26

6-6:30 p.m. -- "Meet the Press"

7-8 p.m. -- "The Shirley Temple Show"

9-10 p.m. -- "The Chevy Show"

Monday and Tuesday, Feb. 27 and 28

6-6:30 a.m. -- "Continental Classroom" (Repeat)

6:30-7 a.m. -- "Continental Classroom"

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12:30-12:55 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

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NBC-New York, 1/9/61

NBC TRADE NEWS 8-X-H

January 10, 1961

PROCTER AND GAMBLE TO SPONSOR FULL-HOUR SPECIAL,
'THE SQUARE WORLD OF JACK PAAR'

Jack Paar blends comedy with the marvels of around-the-world travel -- as filmed on his various trips abroad -- during his full-hour special program, "The Square World of Jack Paar," to be broadcast on the NBC-TV Network Tuesday, Jan. 31 (10-11 p.m. EST).

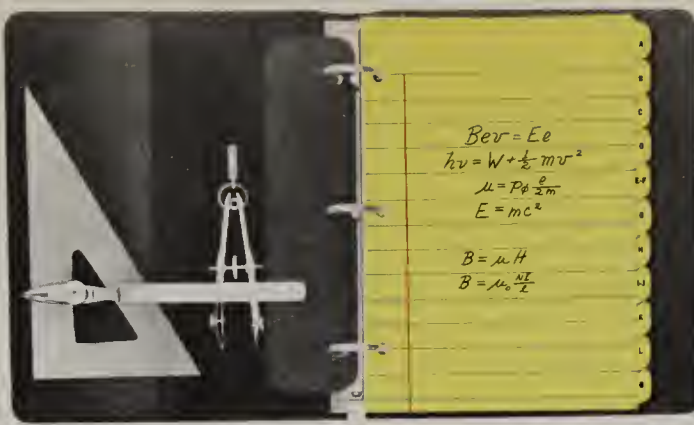
Paar, his family and friends Cliff Arquette (Charley Weaver) and Hans Conried, visit various countries in Europe and Asia, and their humorous antics will highlight the program.

The program will show Paar in Spain where he fights a bull, taking a gondola ride with Arquette in Venice, visiting the historical ruins of Rome and touring the great monuments of England. Paar will also take his viewers on a tour of both the West and Communist-occupied zones of Berlin, show them the luxury and poverty of Hong Kong, and the wonders of Tokyo and Japan.

The show will feature live ad lib commentary during the filmed segments, and Paar will introduce the program with a monologue.

Procter and Gamble Company will sponsor "The Square World of Jack Paar." The order was placed through Benton and Bowles, Inc.

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CONTINENTAL CLASSROOM
NBC TELEVISION NETWORK
6:00-7:00 AM MON.-FRI.

January 10, 1961

TEXTBOOK AND STUDY GUIDE ESPECIALLY PREPARED
FOR NEW COURSE ON PROBABILITY AND STATISTICS
IN NBC 'CONTINENTAL CLASSROOM' COLOR SERIES

A textbook and a study guide especially prepared for viewers who will take the NBC-TV Network's new "Continental Classroom" course in Probability and Statistics for academic credit -- or who plan to follow the lessons for their own interest -- will be published next week.

The official text is "Probability and Statistics," written by Dr. Frederick Mosteller, who will teach the TV course; Robert E. K. Rourke, head of the department of mathematics at Kent (Conn.) School, and Dr. George B. Thomas Jr., professor of mathematics at Massachusetts Institute of Technology. The study guide, "Guide to Probability and Statistics," was prepared by Gottfried E. Noether.

The coast-to-coast course in Probability and Statistics will be broadcast in color beginning Monday, Jan. 30. It will be carried by 171 NBC stations Monday through Friday from 6:30 to 7 a.m. local time. The course, presented in cooperation with Learning Resources Institute and the Conference Board of the Mathematical Sciences, will run through Friday, May 26.

(more)

Dr. Mosteller, the national TV teacher, is professor of Mathematical Statistics at Harvard University and chairman of its Department of Statistics.

Both the text and the study guide may be obtained from local bookstores -- four dollars for the textbook, one dollar for the guide -- or they may be obtained by sending a check or money order for five dollars directly to the publisher: Addison-Wesley, Reading, Mass.

"The completeness of the text and guide are intended to overcome almost entirely the need for taking notes during the lectures," the authors of the textbook say in their preface. "On the other hand, the lectures do not take up every important item in the text and much is to be gained from a careful reading."

The level of mathematics required for an understanding of the material is that of a second course in high-school algebra, the authors say. No knowledge of calculus is assumed.

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NBC-New York, 1/10/61

NBC RADIO NETWORK NEWS

January 10, 1961

KENNEDY INAUGURATION, PARADE AND OTHER CEREMONIES TO BE COVERED BY NBC RADIO NETWORK

The Presidential Inauguration of John F. Kennedy, and the ceremonies surrounding the event, including the traditional parade from the Capitol to the White House, will be covered on the NBC Radio Network Friday, Jan. 20 (starting 11:05 a.m. EST).

NBC News correspondents Robert McCormick and Morgan Beatty will be anchormen for the coverage. McCormick will broadcast from NBC studios in Washington. Beatty will cover the oath-taking ceremony from a position at the Capitol and then will move to the White House to describe the parade as it passes the President's reviewing stand.

Other NBC News correspondents participating in the coverage are Robert Abernethy, Martin Agronsky, Arthur Barriault, Frank Bourgholtzer, Leif Eid, Peter Hackes, Bill Henry and Bryson Rash. The Inaugural coverage will be produced by Russ Tornabene, under supervision of Elmer W. Lower, Manager, NBC News, Washington.

The coverage will start at 11:05 a.m. EST and will end at about 3 or 3:30 p.m. EST. The Inaugural ball will be covered in a special NBC Radio Network program from 11:30 p.m. to 12 Midnight EST. In addition, reports on the Inaugural ball will be inserted periodically in NBC Radio's "Monitor" during the evening.

Radio positions to be manned by NBC newsmen during the Inauguration events include the Capitol Rotunda, the Inaugural stand on
(more)

2 - Inauguration

the Capitol steps, the Treasury Building, a broadcast booth facing the stand, the White House, the reviewing stand on the White House grounds, a broadcast booth facing the stand, and the three locations for the Inaugural ball -- the National Guard Armory, the Sheraton-Park Hotel and the Mayflower Hotel. In addition, an NBC News mobile unit will cover the Presidential limousine on its trips from the White House to the Capitol and back.

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NBC-New York, 1/10/61

NBC TELEVISION NETWORK NEWS

January 10, 1961

CELEBRATION TIME FOR 'DAVE GARROWAY TODAY SHOW'

Stars to Mark Program's Ninth Anniversary

Comedians Jan Murray, Morey Amsterdam and Jack E. Leonard will be guests of Dave Garroway when "The Dave Garroway Today Show" celebrates its ninth anniversary on the NBC-TV Network Friday, Jan. 13.

Many other stars will pay "surprise" visits to Garroway and the other regular members of the "Today" cast -- Jack Lescoulie, Frank Blair and Beryl Pfizer. The Norman Paris Trio will perform.

Since its debut Jan. 14, 1952, "The Dave Garroway Today Show" (Monday through Friday, 7-9 a.m. EST) has completed some 6,000 hours of programming, including broadcasts from many cities in the United States and from Rome and Paris. The program presented a two-hour daily report on the political conventions last Summer from Los Angeles and Chicago. The show's guest list numbers more than 12,000 personalities, among them world leaders, distinguished scientists and major figures in the arts.

Murray, who will join with the other comedians in providing fun on this festive occasion, is the star of his own NBC-TV Network show.

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A HAPPY AUTHOR

Elisabeth Fraser, who stars as the mother, Mildred Hogan, in NBC-TV's "One Happy Family" series which will premiere Friday, Jan. 13 (8 p.m. EST) has written a book, "Once Upon a Dime," now in the hands of a literary agent. It's a humorous account of what happens to a divorced actress with three children who arrives broke in Hollywood.

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ADDED DATA FOR "DETECTIVE'S DIARY"

Air date was omitted in yesterday's (1/9/61) release for the first Anthony Smith (series star Richard Wyler) episode on "Detective's Diary." The episode, "Nest of Vipers," is scheduled Saturday, Jan. 14 (12:30-1 p.m. EST).

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NBC-New York, 1/10/61

CAST AND CREDITS FOR "EVERBODY'S DOIN' IT"
Color Broadcast on "Art Carney Show" Jan. 17

Program: "Everybody's Doin' It" - "The Art Carney Show"

Time: NBC-TV Network color Tuesday, Jan. 17,
10-11 p.m. EST.

Format: Comedy revue

Stars: Art Carney, Alice Ghostley, Mel Torme,
Jonathan Winters and special guest star
Lee Remick.

Producer: David Susskind for Talent Associates, Ltd.

Associate Producer: Jose Vega

Writer: Herb Sargent

Director: Jack Smight

Costumes: Bob Fletcher

Scenic Design: Burr Smidt

Music Director: Bernie Green

Choral Director: Buster Davis

Sponsors: The Kitchens of Sara Lee, Inc. and Timex
Watches.

Agencies: Cunningham & Walsh, Inc. for Sara Lee;
W. B. Doner & Company for Timex

Origination: Ziegfeld Theater, New York.

NBC Press
Representatives: Betty Lanigan, New York; Rolf Gompertz,
Hollywood.

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NBC-New York, 1/10/61

NBC TELEVISION NETWORK NEWS-X-H

January 11, 1961

"THE NATION'S FUTURE"

REP. WALTER H. JUDD AND BRITAIN'S HUGH GAITSKELL WILL DEBATE
"SHOULD WEST MODIFY POLICY TOWARD SOVIET UNION?"

Rep. Walter H. Judd (R.-Minn.) and Hugh Gaitskell, British Labor Party leader, will debate the question, "Should the West Modify Its Policy Toward the Soviet Union?" Saturday, Jan. 21, on "The Nation's Future" (NBC-TV Network, 9:30-10:30 p.m. EST).

Judd, a member of the Committee on Foreign Affairs, replaces Thomas E. Dewey, former Governor of New York, who has withdrawn from the program. The debate will originate in NBC Studios in New York, with John K. M. McCaffery as moderator.

Gaitskell has been a member of Parliament since 1945 and leader of the British Labor Party since 1955. In 1950-51 he was Chancellor of the Exchequer, and from February to October of 1950 was minister of state for economic affairs.

He is a leading spokesman for those in Europe who believe that, while the West must maintain strong defense forces against Communism, a new Western approach to Russia is essential. He is known for his advocacy of disengagement in Central Europe and for urging the admittance of Communist China to the United Nations.

Representative Judd, a physician and surgeon, was a medical missionary hospital superintendent in China in 1925-31 and 1934-38, under the foreign mission board of Congregational Churches. After observing firsthand the Communist movement in China, beginning in 1927,

(more)

and the invasion of China by Japan in 1937, he spent 1939 and 1940 speaking throughout the United States in an attempt to arouse Americans to the menace of Japanese military expansion and the threat to world peace of Communism.

He entered private medical practice in Minneapolis in 1941, was elected to Congress in 1942 and was reelected to succeeding Congresses. He was Congressional delegate to the Council of Europe, Strasbourg, France, 1951; Congressional delegate to the World Health Assembly of the World Health Organization, Geneva, 1950, and Minneapolis, 1958; U. S. delegate to the United Nations General Assembly, 1957, and Congressional delegate to the Conference on Peaceful Uses of Atomic Energy, Geneva, 1958.

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NBC-New York, 1/11/61

NBC TELEVISION NETWORK NEWS

January 11, 1961

PREMIERE OF 'THE AMERICANS'

Family Is Divided as Civil War Starts, Brother Opposes Brother
In Opening Episode of New Weekly NBC-TV Dramatic Series

A family is split asunder by the opening guns of the Civil War, and brother is pitted against brother on the field of battle, in "Harpers Ferry, 1861," premiere episode of "The Americans" on the NBC-TV Network Monday, Jan. 23 (7:30-8:30 p.m. EST).

Darryl Hickman and Dick Davalos -- respectively as Ben and Jeff Canfield, brothers who find themselves in violent disagreement when Virginia secedes from the Union -- are regular stars of "The Americans." Guest stars for the opening episode include John McIntire as their father, tortured by the prospect of war; and Gigi Perreau, the girl-next-door who is mystified by the brothers' bitter conflict.

"The Americans," with Frank Telford of the NBC Program Development Department as producer (of all except the opening episodes), has an original musical score by Hugo Friedhofer. It is the first weekly dramatic series in television history to be set with historical authenticity against a Civil War background. Historian and author Henry Steele Commager is historical consultant.

Harpers Ferry, site of the U. S. arsenal attacked by John Brown only 18 months before, is teeming with sympathizers from North and South when Virginia secedes. Capt. Turner Ashby (Ron Randell) of the Virginia Militia learns of Jeff Canfield's compassion for the Confederate cause, and asks him to determine how many federal troops are stationed at the arsenal.

(more)

2 - "The Americans" premiere

Ben is approached in turn by Lt. Jones (Kenneth Tobey), the arsenal commander, to raise a force of volunteers to help defend the woefully undermanned armament center. Despite a belief that the Union must be preserved at all costs, Ben refuses because he does not want to divide the town.

When Lt. Jones blows up the arsenal rather than surrender its tools of war to the approaching Confederates, tragedy strikes the Canfields. Ben and Jeff, realizing that their differences cannot be resolved by words alone, part ways -- Ben escaping across the Potomac to join the Union Army, and Jeff remaining behind to follow the Virginia Militia into the Army of the Confederacy.

"Harpers Ferry, 1861" was written by John Gay from a historical novel by James Warner Bellah. Douglas Heyes is the director and Gordon Kay is the producer. Frank Telford will produce all subsequent "The Americans" episodes.

"The Americans" sponsors include Block Drug Company (through Sullivan, Stauffer, Colwell & Bayles Inc.); Dow Chemical Company (through Norman, Craig & Kummel Inc.; and MacManus, John & Adams Inc.); Pan American Coffee Bureau (through Batten, Barton, Durstine & Osborn Inc.); Pepsi Cola Company (through Batten, Barton, Durstine & Osborn Inc.), and Reader's Digest Services Inc. (through J. Walter Thompson Company).

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NBC-New York, 1/11/61

'ASK WASHINGTON,' NBC NEWS SERIES, RETURNS

"Ask Washington," the NBC News weekly question-and-answer program, returned to the NBC-TV Network Sunday, Jan. 8. It will be an NBC News feature after NBC-TV coverage of the Sunday pro basketball games, which are expected to end approximately 4:30 p.m. EST. The program will continue from the end of the game until 5 p.m., but will not be broadcast if the basketball games finish after 4:45 p.m. EST.

(NOTE: "Ask Washington" will not be broadcast Jan. 15 due to NBC's coverage of the Pro Bowl football game.)

Russ Ward will be permanent moderator of "Ask Washington." A two-man panel will answer questions sent in by NBC viewers on government, legislation, politics and foreign affairs.

"Ask Washington" originated as an NBC News feature during the 1952 conventions in Chicago. Arrangements were made for viewers to phone in questions to the NBC Chicago studio -- and over 10,000 calls came in. The switchboards were so busy that the telephone company requested NBC to find another way to hear from viewers.

NBC invites the public to write or telegraph questions dealing with the U. S. government to: "Ask Washington," Box 4, Washington 4, D. C.

Since its origination eight years ago, "Ask Washington" has received critical acclaim. The New York Times called the program "the sleeper of the year." The Boston Herald praised it as "a top-notch television treat," and Variety described it as "one of the few new discussion shows which does not get bogged in long analyses and side-issues...has fast pace and freshness."

The program will originate live in Washington, D. C. It will be produced by Elmer Lower and directed by Ralph Peterson.

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NBC-New York, 1/11/61

CREDITS FOR 'HAPPY' SERIES RESUMING ON NBC-TV NETWORK FRIDAY, JAN. 13

Title: "Happy"

Time: Fridays, 7:30 p.m. EST (Resuming Jan. 13)

Original Starting Date: June 8, 1960

Format: "Happy" features a precocious "talking baby" and revolves around the infant's young parents, who run a motel in Palm Springs, and their uncle who "runs" them.

Stars: Ronnie Burns as Christopher Day; Yvonne Lime as Sally Day.

Featured players: Twins David and Steven Born (alternating as Happy).
Lloyd Corrigan as Uncle Charlie,
Wanda Shannon as Terry Brigham,
Burt Metcalfe as Joe Brigham

Executive Producer: Alvin Cooperman

Producer: E. J. Rosenberg

Production Executive: Burt Nodella

Director: Paul Harrison

Writers: Various (Margaret Fitts, premiere episode)

Production Manager: George Tobin

Director of Photography: Ed Fitzgerald

Art Director: Ralph Berger

Sponsor and Agency: Brown and Williamson Tobacco Company
through Keyes, Madden and Jones Agency.

Produced By Roncom Video Films Inc.

Filmed At Desilu Studios, Hollywood

NBC Press Representatives: Kay Mulvihill, Hollywood; Al Cammann,
New York.

-----o----- NBC-New York, 1/11/61

NBC TRADE NEWS²X-H

January 12, 1961

NBC TELESales ASSIGNED TO RECORD (ON TAPE AND FILM)
THE JOHN F. KENNEDY INAUGURAL GALA IN WASHINGTON

NBC TeleSales will record (on tape and film) the John F. Kennedy Inaugural Gala in Washington, Thursday, Jan. 19, it was announced today by Jerry Madden, Director, TeleSales.

TeleSales has been retained for the sole purpose of making a permanent record of the star-studded two-hour show, scheduled for 8:45 p.m. EST, in the Washington Armory.

Five cameras will be utilized, including two hung from the armory's 200-foot ceiling, and the picture will be microwaved to New York to insure optimum quality.

Among the personalities scheduled to appear at the Gala are Harry Belafonte, Milton Berle, Leonard Bernstein, Joey Bishop, Sammy Cahn, Nat Cole, Tony Curtis, Bette Davis, Jimmy Durante, Ella Fitzgerald, James Van Heusen, Mahalia Jackson, Lyndon B. Johnson, Gene Kelly, Alan King, Hugh Lambert Dancers, Peter Lawford, Janet Leigh, Ethel Merman, Louis Prima, Juliet Prowse, Eleanor Roosevelt, Frank Sinatra, Keely Smith, Pat Suzuki, Kay Thompson and Helen Traubel.

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NBC COLOR TELEVISION NEWS



'COLOR DAY USA' FEB. 9 ON NBC-TV TO SET NEW RECORD

- - -

18 of 20 Programs -- 90% of Network's Programming

That Day -- Will be Broadcast in Color

Eighteen of 20 programs -- a record high of almost 90% of the NBC-TV Network's programming for the one day -- will be broadcast in color Thursday, Feb. 9.

Beginning at 6 a.m. EST with "Continental Classroom" and ranging through 12 $\frac{1}{2}$ of the 14 hours of network presentations, to the conclusion of "The Jack Paar Show" at 1 a.m. EST the following morning, the NBC-TV Peacock will dominate the nation's television screens in another "Color Day U. S. A." operation.

In addition to regularly-seen Thursday color programs, the network will extend compatible color to programs such as "The Purex Special for Women" presentation of "The Single Woman," "Remember How Great" with Jack Benny as host, and "The Groucho Show." Other regular black-and-white NBC-TV programs to be broadcast in color on this date are: "The Dave Garroway Today Show," "Say When," "Concentration," "Truth or Consequences," "Young Dr. Malone," "From These Roots" and "The Texaco Huntley-Brinkley Report." Following is the color schedule for Feb. 9 (all times EST):

6:00-6:30 AM "Continental Classroom"

6:30-7:00 AM "Continental Classroom"

7:00-9:00 AM "The Dave Garroway Today Show"

10:00-10:30 AM "Say When"

10:30-11:00 AM "Play Your Hunch"

2 - 'Color Day USA'

11:00-11:30 AM	"The Price Is Right"
11:30 AM-12:00 Noon	"Concentration"
12:00-12:30 PM	"Truth or Consequences"
12:30-12:55 PM	"It Could Be You"
2:00- 2:30 PM	"Jan Murray Show"
3:00- 3:30 PM	"Young Dr. Malone"
3:30- 4:00 PM	"From These Roots"
4:00- 5:00 PM	"Purex Special for Women": "The Single Woman"
6:45- 7:00 PM	"The Texaco Huntley-Brinkley Report"
8:30- 9:30 PM	Special, "Remember How Great," with Jack Benny as host.
9:30-10:00 PM	"The Ford Show"
10:00-10:30 PM	"The Groucho Show"
11:15 PM-1:00 AM	"The Jack Paar Show"

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NBC-New York, 1/12/61

PR-14
FROM THE NATIONAL BROADCASTING COMPANY

100 Rockefeller Plaza, New York 20, N. Y.

January 12, 1961

NBC-TV AND RADIO TO BROADCAST EISENHOWER'S FAREWELL ADDRESS

President Eisenhower's farewell address to the nation from his office in the White House will be carried live on the NBC-TV and Radio Networks Tuesday, Jan. 17 from 8:30 to 9 p.m. EST.

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NBC NEWS TO COVER KENNEDY'S FIRST PRESS CONFERENCE AS PRESIDENT

NBC News will cover, live on the NBC-TV and Radio Networks, the first press conference to be held by John F. Kennedy as President from the White House Wednesday, Jan. 25 from 6 to 6:30 p.m. EST.

Sander Vanocur, who has followed Mr. Kennedy's activities since early 1960; White House correspondent Ray Scherer, David Brinkley and Richard C. Harkness are among the NBC Newsmen who will attend the conference.

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NBC COLOR TELEVISION NEWS



January 12, 1961

'BOBBY DARIN AND FRIENDS' EXPRESS VIGOR AND VITALITY OF TODAY'S YOUTH
IN NBC-TV NETWORK COLOR SPECIAL TUESDAY NIGHT, JAN. 31

Multi-talented Bobby Darin, one of the youngest performers ever to headline his own TV special, will express the vigor and vitality of today's youth when he presents "Bobby Darin and Friends" in color on the NBC-TV Network Tuesday, Jan. 31 (9-10 p.m. EST).

Joining the 24-year-old singer, songwriter, musician and actor in his first big TV show of his own will be Joanie Sommers, 19-year-old blues singer, the Jud Conlon Singers and special guest star Bob Hope.

Produced, directed and written by Bud Yorkin, who won a pair of Emmys for his work on "An Evening with Fred Astaire," and his production partner, Norman Lear, the color special will also feature 16 dancers under the direction of Tony Charmoli. Billy May and his orchestra will furnish the music.

Darin, who "Splish Splashed" to fame with a recording of the same name two years ago, will start things swinging with his renditions of "I've Got Rhythm" and "I've Got Plenty of Nothin'."

During the full-hour color show, Darin also will sing "Dream Lover," another song he wrote and recorded with big success in 1959; and "I Have Dreamed," "Some People," "Lucky Pierre," "Zooma, Zooma, Zooma," "By Myself" and "Splish Splash."

(more)

2 - 'Bobby Darin and Friends'

Hope will join Darin in comedy sketches, including a take-off on new comedians. He also will assist Darin and Miss Sommers in a honkey-tonk musical sketch, a burlesque comic routine and a soft-shoe number, which will conclude with all three singing "Bill Bailey."

Miss Sommers, making her debut on a big TV variety show, will join Darin in a medley of song hits before presenting her own version of "When the Sun Comes Out." Darin will accompany her on the vibes.

After "Splish Splash" and "Dream Lover," Darin soared to the top with his recording of "Mack the Knife" in 1959. He has appeared on major TV shows, performed in top supperclubs and starred in the soon-to-be released film "Come September." In addition to his vocal talent, Darin plays the piano, vibraphone, drums, guitar and dances.

Miss Sommers' talent won attention a year ago when she was discovered singing with Tommy Oliver's band at the Hollywood Palladium at night while attending Santa Monica (Calif.) City College during the day. She was signed to a recording contract by Warner Bros. and since has appeared in many of the nation's top cafes, including Hollywood's Crescendo four times. Her only TV credits to date are two guest appearances on "77 Sunset Strip."

The program, produced by Ferrion Productions in association with Tandem Productions, will be sponsored by Revlon Incorporated through Grey Advertising Agency Inc. J. Stephen Blauner is executive producer.

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NBC-New York, 1/12/61

CAST, CREDITS, SKETCHES AND SONGS FOR 'BOBBY DARIN AND FRIENDS,'
COLOR SPECIAL ON NBC-TV NETWORK TUESDAY, JAN. 31 (9-10 P.M. EST)

Time: NBC-TV Tuesday, Jan. 31 (9-10 p.m. EST)

Starring: Bobby Darin

With Joanie Sommers and Billy May and his
orchestra and the Jud Conlon Singers.

Special Guest Star: Bob Hope

Format: A full-hour special color broadcast of
variety and musical fare using sets and
music to express the vitality of today's
youth.

Presentation: A Ferrion Production in association with
Tandem Productions. A presentation of
the NBC Television Network.

Executive Producer: J. Stephen Blauner

Produced, Directed
and written by Bud Yorkin and Norman Lear

Special Material by Shirley Henry

Musical Director: Billy May

Choreography by Tony Charmoli

Art Director: Edward Stephenson

Costumes by Ret Turner

Unit Manager: Jerry McPhie

Associate Producer: Marian Rees

Technical Director: Lou Onofrio

Lighting Director: Jim Kilgore

Audio: Bill Cole

Senior Video: Jerry Smith

Origination: NBC Color Studios, Burbank, Calif.

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10:00-11:00 P.M. (9-10 P.M. EST)

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10:00-11:00 P.M.

2 - Cast and Credits for 'Bobby Darin and Friends'

Sponsor: Revlon Incorporated
Agency: Grey Advertising Agency Inc.
NBC Press Doug Duitsman (Hollywood), Al Cammann
Representatives: (New York)

* * *

LIST OF SKETCHES AND SONGS

1. Opening Bobby Darin sings "I've Got Rhythm" and "I've Got Plenty of Nothin'."
2. "Sound of the Blues" -- A production number featuring 16 dancers and the Jud Conlon Singers. Choreography by Tony Charmoli.
3. "I Have Dreamed" -- A ballad by Bobby Darin.
4. Bobby Darin Introduces Joanie Sommers -- The two do a medley of songs.
5. "Dream Lover" and "Splish Splash" -- Songs by Bobby Darin.
6. Bob Hope and Bobby Darin Do a Comedy Sketch -- A takeoff on new comedians.
7. "When the Sun Comes Out" -- A ballad by Joanie Sommers. Bobby Darin accompanies her on the vibes.
8. Street Ballet -- By 16 dancers under the direction of Tony Charmoli. Set has a contemporary city theme.
9. Musical Sketch -- With Bobby Darin singing "Some People," "Lucky Pierre," "I've Had It" (special material by Shirley Henry) and "Zooma, Zooma, Zooma," and featuring Darin and dancers. Also, Darin will do a "Charlie Chaplin Pantomime."
10. Musical Sketch -- With Bobby Darin, Bob Hope and Joanie Sommers doing honky-tonk, burlesque comic, and soft-shoe routines, leading into the "Bill Bailey" finale with entire cast.
11. Closing -- Bobby Darin singing "By Myself."

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NBC-New York, 1/12/61

NBC COLOR TELEVISION NEWS



January 12, 1961

ADDITION TO NBC COLOR BROADCAST SCHEDULE FOR FEBRUARY

"Remember How Great," special program
starring Jack Benny, will be broadcast in color as
part of NBC-TV's "Color Day USA" Thursday, Feb. 9
(8:30-9:30 p.m. EST).

PETER HACKES TELLS OF SPACE RESEARCHERS' PLANS FOR MANNED
BOOSTER ROCKET WITH ITS OWN PILOT

America's space researchers are considering a manned booster rocket which would launch a satellite into orbit and then would be piloted back to earth, according to NBC News correspondent Peter Hackes.

Hackes reported in an article in Data magazine that engineers bent on cutting costs in the nation's space program are contemplating several methods of returning booster rockets to earth so that they can be used over again.

"The really big thinkers are contemplating a manned booster rocket -- a huge thing which would take along its own pilot," Hackes wrote. "In other words, this booster would first deposit a satellite or manned space vehicle in orbit and then would be flown back to earth by the pilot himself. It would have to be a big one -- at least a million pounds of thrust -- and would have to protect its pilot from space radiation, unbelievably high take-off forces and the heat of re-entry. There would be one other advantage to such a system -- this booster with wings could be ferried under its own power from the assembly line to its launching site."

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NBC-New York, 1/12/61

FROM THE NATIONAL BROADCASTING COMPANY

400 Fifth Avenue, Rockefeller Plaza, New York 20, N. Y.

NBC YEAR-END REPORT

FOR RELEASE MONDAY A.M., JAN. 16, 1961

The National Broadcasting Company in 1960 paced broadcasting's increased emphasis and expansion in news and public affairs programming, won unprecedented critical acclaim and audience response for its radio and television coverage of the political year, and achieved the highest profits in the company's history.

These were the highlights of a year-end review of company activities released today by Robert W. Sarnoff, Chairman of the Board, and Robert E. Kintner, President.

Mr. Sarnoff and Mr. Kintner also reported that NBC Television took over first place among networks in sponsored hours and that, for the 13th consecutive year, national advertisers invested more money than ever before in NBC-TV.

NBC again led all television networks in total number of advertisers (247) and had as clients 24 of the nation's 25 largest advertisers, also an industry high. Daytime sales in the Fall increased to a level more than 30 per cent ahead of 1959. At year's end, according to the National Nielsen December II report, NBC-TV's daytime ratings were four per cent ahead of the second network and 83 per cent ahead of the third.

NBC, through its Chairman, took the initiative in making possible "The Great Debate" series. Mr. Sarnoff, immediately after both major Presidential candidates had been nominated, was first to invite John F. Kennedy and Richard M. Nixon to meet in face-to-face television discussions. Following their acceptances, legislative action was completed suspending the legal restrictions of "equal time" and

(more)

2 - Year-End Report

making "The Great Debate " series feasible.

NBC's presentation of "The Great Debate" and its coverage of the political conventions, the campaign, and the election returns marked a year in which NBC achieved unquestioned leadership in broadcast journalism. Chet Huntley and David Brinkley were the nation's number one news team, and as many viewers watched NBC News' coverage of the conventions and election returns as watched both other television networks combined.

NBC News was recognized by audiences and the press for its accuracy and completeness in informing and enlightening the electorate throughout the political primaries, the conventions, the campaign and Election Night.

In other areas, 1960 was also a year of achievement and recognition for NBC News. More than 80 special television reports covering every major domestic and international story supplemented the regularly scheduled news programming.

NBC News introduced three significant new public affairs series on NBC Television: "The Nation's Future," a series of weekly forums in which two outstanding authorities with conflicting views debate on a cardinal public issue; "NBC White Paper," full-hour evening reports on issues which affect the vital interests of the United States in the free world; and a series of hour-long daytime programs exploring fundamental problems affecting the modern woman.

"Continental Classroom," conceived by NBC in 1958 as the first nationwide television course to offer college credit, was expanded to a full-hour of educational color programming each weekday.

Increased participation by sponsors in NBC's news and public affairs programming matched increased public awareness of television's journalistic stature. At year's end, the NBC daily Huntley-Brinkley

(more)

3 - Year-End Report

program was sold out, and during 1960 eight major national advertisers became new sponsors of programs in the news-public affairs area.

Advertiser confidence in NBC News made television history when, in December, a leading company placed a precedent-setting order for fast-breaking news coverage on NBC-TV, to be produced and scheduled at the discretion of NBC News.

In regular programming, NBC Television took important strides to further the quality and balance of its schedule. Walt Disney will introduce to television a whole new world of color on NBC. He will produce and be host of a weekly series of full-hour color programs, will create a number of special programs in color, and will be active in a variety of special projects to be announced later. The network also concluded major agreements for future programming with Metro-Goldwyn-Mayer and Four Star Television, while continuing to develop its own programs. In early 1961, three NBC wholly owned and produced series, "Outlaws," "Bonanza" and "The Americans," were on the NBC-TV evening schedule.

NBC Television, which pioneered the special program concept in 1954, presented during 1960 some 150 specials, including such outstanding productions as "Macbeth," "Peter Pan," "Astaire Time," the NBC Operas, the "Bell Telephone Hour" series, the Equitable "Our American Heritage" series and "Omnibus."

Project 20 and Special Projects presented such outstanding programs as "Mark Twain's America," "The Coming of Christ," a 90-minute version of "Victory at Sea," and "The Secret of Freedom," and went into the 1960-61 season with every Project 20 program fully sponsored.

The industry leader in color television, NBC-TV broadcast more than 1,000 hours in color during 1960, an increase of 50 per cent
(more)

4 - Year-End Report

over 1959. During the year, the network increased its regular color schedule to more than 30 hours a week, with the addition of many new color programs, including "The Jack Paar Show," "The Shirley Temple Show," "Meet the Press," "The Jan Murray Show" and the full-hour of "Continental Classroom."

NBC-TV, perennial network leader in sports coverage, again led all competition by programming more than 405 hours of sports during 1960.

NBC's increasingly diversified international and domestic activities, under the direction of the Enterprises Division, continued expansion in 1960. NBC expanded its sale of television programs to 51 foreign markets, an increase of 14 over 1959, and announced new broadcasting affiliations in France, Japan and Argentina.

NBC Radio in 1960 had more new advertisers, more sponsored hours and more circulation for advertisers than any other network. With a 47 per cent share of all network radio advertising, NBC Radio showed a profit for the year and entered 1961 in a strong position. The network modernized its programming in January, 1960, emphasizing news, news features, "Monitor" and public affairs specials.

NBC owned television and radio stations strengthened their community positions while reaching record levels in sales and profits. Revenues increased 6.1 per cent over 1959, the previous record year.

NBC Spot Sales also had a record year, with gross billings for both radio and television surpassing 1959's total, the previous high.

California National Productions, NBC's film production and syndication service, marked its 10th year with the most diversified programming schedule in its history.

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NBC NEWS

NBC News in 1960 assumed undisputed leadership in broadcast journalism.

By every criterion -- scope and depth of programming, critical approval, audience reaction, and sales -- it was a year of unparalleled success for the NBC News organization.

Political convention, campaign and election coverage highlighted NBC's achievements. Throughout the political year, NBC consistently drew the largest audiences and the greatest critical acclaim.

Around the Huntley-Brinkley combination, now recognized as television's top news team, NBC News' 500-man worldwide staff assembled more than 80 special television reports to supplement the full schedule of regular programming.

New this year was "World Wide 60," covering a broad range of vital subjects. There was also intensive coverage of President Eisenhower's travels to Latin America, to the aborted summit meeting and to the Far East.

The Congo crisis was covered on an unprecedented scale as were the emergency sessions of the UN Security Council. For the Fall UN General Assembly meetings, at which most of the world's principal statesmen appeared, NBC News programmed more than 15 hours of special television reporting.

The political campaigns were covered in full. Special programs on television and radio reported crucial primary races in New Hampshire, Wisconsin, West Virginia and Oregon. After the conventions, eight hour-long evening programs, "The Campaign and the Candidates," probed the views of the major contenders and traced the progress of the campaigns.

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6 - Year-End Report

On Election Night, a staff of more than 1,200 participated. NBC News' own internal reporting system was far ahead of any other newsgathering group and the RCA 501 was the only network electronic computer to project consistently and accurately the election of John F. Kennedy. The Election Night audience on NBC-TV surpassed that of the other networks combined.

Under the direction of William R. McAndrew, Executive Vice President, News, Irving Gitlin, newly appointed Executive Producer, Creative Projects, produced three new public affairs series -- "The Nation's Future," "NBC White Paper" and the daytime "Purex Special for Women" -- and individual specials starting with "The Story of a Family." The first "NBC White Paper" program, dealing with the U-2 spy plane incident, drew the largest audience of any public affairs TV program in 1960.

NBC Newsmen traveled extensively. Several saw on-the-spot service in the Congo. John Chancellor moved from London to Moscow, then returned temporarily to the United States to cover the political scene. Sander Vanocur and Herbert Kaplow followed the Presidential candidates with full camera and sound crews. In addition, members of the NBC News staff accompanied President Eisenhower on his travels and were flown to New York for the UN meetings.

"The Huntley-Brinkley Report" again won the Emmy Award as television's top news program. "Chet Huntley Reporting" took a Summer hiatus and was replaced by "Edwin Newman Reporting." Returning for the new season, the Huntley program was fully sponsored, with American Photocopy Equipment Company joining the Kemper Insurance Group.

Longines-Wittnauer Watch Company, American Motors Corp., Northern Electric Co. Ltd. (Norelco), Purex Corp., Timex, and General Mills Inc. became new NBC News sponsors. Texaco renewed exclusive
(more)

7 - Year-End Report

sponsorship of "The Huntley-Brinkley Report," and General Mills bought a new program, "Midday Report," a five-minute weekday television news summary by Ray Scherer.

On radio, a new feature was "Emphasis," a weekday program of opinion and comment featuring NBC News correspondents and commentators around the world. Wide sponsorship promptly supported the program. In addition, the "World News Roundup," "News of the World" and "News-on-the-Hour" continued with large-scale commercial support.

1960 was also a year of achievement in the public affairs programming area. NBC expanded the award-winning "Continental Classroom" to a full-hour of educational color programming each weekday.

Five hour-long programs -- ranging from architecture through drug addiction -- were produced for the "World Wide 60" series. A fourth edition of "Briefing Session" was prepared in partnership with the National Educational Television and Radio Center, featuring discussions by the nation's experts on such subjects as Federal spending, the farm problem, Cuba and disarmament.

NBC presented seven reports to the American people by President Eisenhower, three addresses by Secretary of State Christian Herter and one by Under Secretary of State Douglas Dillon.

A series of three radio programs dealt with the problems and conclusions reached at the White House Conference on Children and Youth.

Additionally, NBC regularly scheduled the award-winning "Meet the Press," now in its 14th year; "Watch Mr. Wizard," the science program now in its 10th year, and a weekly religious program. On radio, presentations included two and one-quarter hours of religious programming each week and "Family Living," a half-hour discussion moderated by Arlene Francis.

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TELEVISION NETWORK

SPECIAL PROGRAMS

A key trend in the specials area during 1960 was the development of an inventory of projects initiated within NBC and carried to script form to be offered for sale.

A full-scale schedule of some 150 entertainment specials was maintained, with such stars as Mitzi Gaynor, Judith Anderson, Christopher Plummer, Sir Cedric Hardwicke, Dean Martin, Bob Hope, Melvyn Douglas, Fred Astaire, Art Carney, Elaine May and Mike Nichols, Maurice Evans, Frank Sinatra, Esther Williams, Mary Martin and many others.

In traditional fashion, NBC-TV continued its presentation of the Emmy Awards, the Oscar Awards, Macy's Thanksgiving Day Parade and the Tournament of Roses Parade.

Taped in color during 1960 for presentation in January, 1961, was the new opera, "Deseret," one of four NBC Opera presentations in English scheduled for the new season.

This outstanding record of special programs inspired Time-Life Inc. to commission NBC to prepare a special anniversary program, "25 Years of Life," in 1961.

On Dec. 8, a new NBC color production of "Peter Pan," with Mary Martin and Cyril Ritchard, was presented. It drew the largest one-network audience of any television presentation in history.

REGULAR PROGRAMS

During 1960, NBC-TV enlarged its activity in both the creation and production of wholly owned program properties, and strengthened its creative participation in outside packages. The NBC-created Western in color, "Bonanza," emerged as one of the season's top shows, and new NBC-produced programs included "Outlaws," "The Shirley Temple Show" and, in January, 1961, "The Americans."

(more)

9 - Year-End Report

NBC-TV's balanced Fall 1960 schedule ranged through 15 separate program categories each week and was built around such NBC favorites as Loretta Young, Dale Robertson, Perry Como, Dinah Shore, Ward Bond, Robert Horton, Groucho Marx, Ralph Edwards, Gene Barry and Milton Berle.

For future planning, NBC Television is equipped with an inventory of fully developed projects and, at year's end, had eight nighttime and daytime formats ready for production. The Program Department surveyed some 200 nighttime offerings from leading packagers as possibilities for new entries in the 1961-62 season.

At the end of 1960, sales in NBC-TV's daytime schedule were more than 30 per cent ahead of 1959. Inaugurated during the year were both the hour-long factual special, treating subjects of serious import, and the entertainment daytime special. "Here's Hollywood" is the first daily remote taping operation. At year's end, the NBC-TV daytime schedule was in the number one network position, both Monday-through-Friday and Saturday morning.

SPECIAL PROJECTS

NBC Special Projects broadcast 16 special programs during 1960; nine others were completed and await air dates. "Mark Twain's America" was received enthusiastically by viewers and critics, Bob Hope was recruited as narrator for the forthcoming "Life of Will Rogers," and the Christmas season was highlighted by Project 20's "The Coming of Christ." "The Real West," an examination of the history and folklore of our Western states, is in progress with Gary Cooper in the leading role. Additionally, nine new programs in the "Wisdom" series were completed.

TALENT RELATIONS

The Talent Relations Department continued its primary function of supplying top-level personalities to all levels of the Television

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10 - Year-End Report

Network, and auditioned over 1,000 promising actors and actresses in a search for new faces. Among those placed under contract were Bruce Yarnell of the cast of "Camelot," and Australian singer Diana Trask.

PARTICIPATING PROGRAMS

NBC-TV's Participating Programs -- "The Dave Garroway Today Show" and "The Jack Paar Show" -- had their most successful year in history in 1960, increasing their gross time sales by 17 per cent over 1959.

The personal selling power of the two NBC stars was utilized by 113 different advertisers, whose campaigns ranged from a single participation announcement to a 52-week saturation.

"The Dave Garroway Today Show" with 148 stations from coast to coast, delivered 97.5 per cent coverage of U. S. television homes. "The Jack Paar Show," with 152 of its 164 live stations now transmitting the program in color, delivered 97.7 per cent coverage.

SPORTS

NBC again led its competition in televised sports coverage with 405 hours during 1960.

Professional football games of the National Football League were added on a regular basis and climaxed by the NFL championship game, an NBC fixture for six years. This football programming was in addition to the established NBC coverage of such events as the Rose Bowl, Sugar Bowl, East-West Shrine game, Blue-Gray game, Liberty Bowl, Senior Bowl and Pro Bowl.

For baseball fans, the World Series and both All-Star games were presented. "Major League Baseball" was carried Saturdays and Sundays throughout the season.

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11 - Year-End Report

"Celebrity Golf" became a Sunday afternoon feature and live and tape coverage of top golf tourneys was continued. For tennis fans, there was coverage of the National Tennis Championships and, for racing fans, "Racing from Hialeah."

"Jackpot Bowling Starring Milton Berle" became a feature of the Monday evening schedule and "Bowling Stars" moved into Saturday afternoon.

A record number of National Basketball Association games was presented, including the final playoff game. Additionally, coverage of the National Invitation Tournament was provided.

During the entire year, there was a major sports presentation on NBC-TV every Saturday and Sunday.

SALES

For the 13th straight year, NBC Television achieved record sales levels in advertiser investments and in sponsored hours.

Competitively, NBC-TV took over the first place position in sponsored hours and continued to attract more advertisers than did the other networks.

Such industries as drugs and remedies, smoking materials, automobiles, gasolines and oils placed more of their advertising dollars on NBC-TV than on the other networks, and, in all, 247 different advertisers were represented on NBC-TV.

Of the country's 25 largest advertisers, all but one used the NBC Television Network during 1960. Neither of the other networks had as broad an advertiser representation.

The diverse advertising possibilities offered by the NBC-TV schedule continued to bring new advertisers into network television.

(more)

12 - Year-End Report

Some 23 advertisers made their initial network television purchase on NBC-TV during 1960, including the Proctor-Silex Company, the McCall Corporation, Field Enterprises, American Photocopy Equipment Company and the Wurlitzer Company.

NBC-TV's advertisers of former years continued to place schedules on the network. The Kraft Foods Company and the Gillette Safety Razor Company have completed their 14th consecutive year on NBC Television.

In the past year, many advertisers sponsored news and public affairs programs on a large-scale basis. Among those participating in NBC-TV's convention-election coverage were B. F. Goodrich Company, Lever Brothers Company, Sandura Company Inc., Cowles Magazines Inc., Field Enterprises Inc., Bristol-Myers Co. and Remington Rand Electric Shaver division of Sperry Rand Corp.

Brown & Williamson, which sponsored "Journey to Understanding," also sponsored the conventions and elections. American Photocopy Equipment Company shared sponsorship with Kemper Insurance Companies of "Chet Huntley Reporting," and the Frigidaire Division of General Motors purchased NBC-TV's coverage of Princess Margaret's wedding.

Other advertisers selected sponsorship of specially scheduled documentaries or public affairs programming. Purex Corp. began sponsorship of a series of daytime specials for the housewife, and Timex purchased the "NBC White Paper" series.

In the specials area, continued sponsorship was purchased by such advertisers as Hallmark Cards Inc., General Motors Corp., Equitable Life Assurance Company, and the United States Brewers Foundation. Major commitments were also made by Revlon ("Peter Pan"), United States Steel ("The Coming of Christ"), Procter & Gamble ("Victory at

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Sea"), Dow Chemical Company ("The Dow Hour of Great Mysteries"), Ocean Spray Cranberries ("The Story of a Family") and Top Value Enterprises ("Wonderland on Ice").

COLOR TELEVISION

In 1960, color enjoyed the greatest expansion in television history.

NBC-TV carried over 1,000 hours of color during the year. This was an increase of more than 50 per cent over 1959 and the rate of growth is increasing steadily. At year's end, the network was carrying almost 80 per cent more color than the comparable period a year ago.

Many new color shows were added to the schedule: "The Jack Paar Show," "Play Your Hunch," "The Jan Murray Show," "Meet the Press," "The Shirley Temple Show," "King Leonardo and His Short Subjects" and "The Shari Lewis Show." Putting the Paar show in color was made possible by new advances made during the year in the tape area and in the use of more sensitive color camera tubes.

In addition to increasing the regular weekly color schedule, NBC-TV in 1960 introduced the concept of continuous blocks of color. On Nov. 11 -- Color Day -- more than nine hours of color were broadcast. A Color Evening was also broadcast, running solidly from 7:30 p.m. through 1 a.m.

NBC affiliated stations, whose own local color schedules have been increasing, tied in to Color Day with comprehensive promotion.

Among the multitude of specials broadcast in color were "Macbeth," the "Bell Telephone Hour" series, "The Coming of Christ," "Peter Pan," "Astaire Time" and the NBC Opera. Sports programs in color included championship tennis, the World Series, the All-Star game, and football bowl games.

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RADIO NETWORK

NBC Radio in 1960 strengthened its number one position by having more advertisers, more sponsored hours and larger circulation for its advertisers than any other network.

Reversing an industry-wide trend, NBC Radio showed a profit for 1960 and enters 1961 in a strong sales position.

Nearly 100 advertisers purchased time on NBC Radio during 1960, representing 47 per cent of all network radio advertising.

On Jan. 4, 1960, the network inaugurated a new programming philosophy stressing news, "Monitor" and public affairs. The success of the new format was evidenced by consistent rating improvement month after month. After the first six months of the new schedule, "News-on-the-Hour" ratings were up 58 per cent, "Emphasis" was up 50 per cent and "Monitor" soared 100 per cent.

"Monitor," the weekend service, marked its fifth anniversary and copies of the "Monitor" format can be heard in the British West Indies, Hong Kong, Australia and Africa.

ENTERPRISES DIVISION

The Merchandising Department expanded licensing operations, resulting in a 100 per cent sales increase and significantly higher profits. The Theatrical Division completed a year of successful operation of the Hudson Theatre and made investments in four Broadway shows.

NBC's International Enterprises continued its industry leadership through programs of investment, management services and program distribution. New affiliations were announced in France, Japan and Argentina and new affiliated stations went on the air in Mexico and Argentina.

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Income from the sale of programs abroad almost doubled as 14 new countries broadcast NBC shows, bringing the total to 51. Japanese viewers saw the World Series on color tape and also received other NBC programs, including Perry Como and "Bonanza," in color.

California National Productions completed shooting on "Pony Express" and "Not for Hire." In the Spring, it presented "R.C.M.P.," factual stories of the Royal Canadian Mounted Police.

Then CNP launched full-scale production of "The Blue Angels," with an immediate 55-market regional sale to Conoco. This was followed by "The Jim Backus Show -- Hot Off the Wire," with two important regional sales to Carling Brewing Company and H. P. Hood & Son Dairies. In the Fall, production was resumed on "The Lawless Years."

CNP also started production on "Funny Manns," which uses silent comedy film classics edited in contemporary style and integrated with bizarre sound-and-music effects.

OWNED STATIONS AND SPOT SALES

New records for sales and profits were set during 1960 by the NBC owned radio and television stations, with a 6.1 per cent increase in revenues over 1959.

Gross billings for NBC Spot Sales in both radio and television also were at a new high. Spot sales continued its successful series of Timebuyer Opinion Panels and introduced a series of Media Managers Conferences.

SERVICE AND OTHER DEPARTMENTS

STATION RELATIONS

In 1960, NBC-TV's 211 affiliates had a combined coverage of more than 99 per cent of the television homes in America.

NBC's front-running position in color programming prompted an increasing number of affiliates to follow its lead. By year's end,
(more)

16 - Year-End Report

179 affiliates were able to rebroadcast NBC's daily color schedule, 23 were equipped with color cameras and 52 could originate color programs.

Beginning its 35th year, the NBC Radio Network encompassed 202 stations, including 13 outside the continental U. S.

PERSONNEL

NBC's Personnel Department conducted 7,500 preliminary and 2,000 placement interviews during 1960, filling over 1,200 positions.

In Labor Relations, NBC and CNP had 121 agreements with 16 unions.

A reading improvement program for management personnel was continued and more than 160 employees participated in the company's Tuition Loan and Refund Plan. As part of its secretarial and clerical training, NBC presented a telephone technique and voice personality program.

Through NBC's appraisal program, effectiveness of management placement has been improved. During 1960, more than 77 per cent of the positions in the Management Development program were filled from within the organization.

OPERATIONS AND ENGINEERING

Supplying the men, equipment and technical know-how for NBC's comprehensive coverage of the political conventions, the UN crises and Election Night was the primary achievement of the Operations and Engineering area during 1960. Plans for the technical installations at the conventions had been started in September, 1959, and 40 technicians were working on equipment six weeks in advance of the opening gavel.

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The operation of NBC's Democratic convention installation required 120 full-time technicians, 12 supervisors and numerous sub-contractors. It included 26 cameras, 75,000 pounds of technical equipment, three mobile remote units and the NBC camera-carrying Cadillac. For the more complex arrangements at the Republican convention, the figures were raised to 150 technicians, 32 cameras, 90,000 pounds of gear, five mobile units, the Cadillac and two mobile tape units.

During 1960, 16 completely colorized RCA tape machines were purchased and the existing tape installations on both coasts improved and modified. NBC now has 18 tape machines in New York and 16 in Burbank.

To handle the continued increase in programs transmitted in color, Studio 6B in Radio City was converted to color during the Summer. The improved performance of the RCA color tubes in 6B allows the broadcast of the Paar show and two daytime strips under exactly the same lighting conditions as they utilized in black-and-white -- a major technical breakthrough for color television.

So-called slow-scan equipment, which permits television signals to be transmitted on telephone and cable lines, was installed in New York during 1960. This equipment is a first step toward a worldwide television news service.

An NBC development that allows the combination of audio and video on a single circuit without interference -- "interleaved sound" -- was successfully demonstrated to the Federal Communications Commission.

RESEARCH

During 1960, NBC Research conducted its fifth special study for the automotive industry on basic marketing strategy and television's
(more)

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role in selling cars. Twenty-six presentations of the study were made to automotive corporations, their divisions and advertising agencies.

Research also undertook a comparison of daytime and nighttime reach and frequency. The study demonstrated that daytime viewing, contrary to popular opinion, is not restricted to a small group of homes but compares favorably with nighttime television.

Corporate Planning participated in the development of a revised discount structure for the Television Network and a new commercial format and co-op plan for "The Jack Paar Show." In addition, further studies were made of profit opportunities in the commercial production and syndication fields.

STANDARDS AND PRACTICES

NBC continued an intensified supervision of all elements of radio and television programs during 1960. Standards and Practices maintained its policy review of program and advertising presentations, and a basic review of the NBC Broadcast Standards policy book was instituted.

The Practices Division was engaged in a fact-finding analysis of all program practices, and Continuity Acceptance reviewed an estimated 7,020 film properties, 5,512 program scripts and 68,328 commercial presentations.

POLITICAL BROADCAST UNIT

The Political Broadcast Unit was established to handle the sale of political time on the NBC Radio and Television Networks and owned stations.

The unit designed a flexible plan of scheduling which enabled the major political parties to make optimum use of radio and television time on NBC.

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NATIONAL ADVERTISING AND PROMOTION

Among the new audience-building devices utilized by NBC National Advertising and Promotion during 1960 were the use of video tape "Instant Promotion" trailers for affiliated stations, the development of 60-second film trailers for all film programs, the inclusion of show time in network promotion announcements, the introduction of "Star Stamps" -- postage-stamp-size decals of NBC personalities -- for national distribution, and the creation of stylized art for display use by affiliates of each network program.

More than 15,000 network promotion announcements were aired during the year and more than \$50,000,000 worth of advertising-promotion support was given to network programs by affiliated stations using materials supplied by the department.

PROMOTIONAL SERVICES

Guest Relations conducted 350,000 visitors on tours of NBC during 1960, and 600,000 people attended 2,200 broadcasts.

The Program Merchandise Department, in its first season of operation, serviced more than \$1,250,000 worth of merchandise to five programs. Promotional Services held its third annual NBC Promotion Managers Awards competition for the best campaigns supporting the network's programming. Discussion guides prepared by Promotional Services were sent to high schools, colleges and leading civic groups.

INFORMATION

The Information Department handled more than 172,000 audience communications during 1960, and the Speakers Bureau booked 61 speaking engagements.

PRESS

For the third consecutive year, the NBC Press Department was voted "Best Network Publicity Service" in the Television Today and Motion Picture Daily Poll of TV critics and columnists conducted for Fame Magazine.

January 13, 1961

NBC RADIO NETWORK SALES IN PAST 6 WEEKS TOTAL \$3,200,000

NBC Radio sales in the past six weeks totaled \$3,200,000 in net revenue, making it one of the most productive six-week periods since the Fall of 1956, George A. Graham Jr., Vice President and General Manager, NBC Radio Network, reported today. All but \$952,000 was new business.

Advertisers and their agencies included: Lever Brothers Company for Pepsodent (Foote, Cone and Belding), General Motors Corporation for Buick (McCann-Erickson Inc.), Mogen David Wine Corporation (Edward H. Weiss and Company), American Motors (Geyer, Morey, Madden and Ballard Inc.), Rolley Company for Sea and Ski (Foote, Cone and Belding), Kellogg Company (Leo Burnett Company Inc.), International Minerals and Chemical Corporation for Accent (Needham, Louis and Brorby Inc.), Wagner Electric Corporation (Arthur R. Mogge Inc.), Reader's Digest Association Inc. (Schwab, Beatty and Porter, Inc.), and Sinclair Refining Company (Geyer, Morey, Madden and Ballard Inc.).

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January 13, 1961

PRESIDENT-ELECT KENNEDY TELEPHONES CONGRATULATIONS, STARS VISIT
'DAVE GARROWAY TODAY SHOW' ON HAPPY NINTH ANNIVERSARY

It wasn't an ordinary morning even for NBC-TV's "The Dave Garroway Today Show," where the extraordinary is the order of the day.

Several unusual things happened this morning (Friday, Jan. 13). TV stars Perry Como, Jackie Gleason, Arlene Francis, Hugh Downs and Merv Griffin all dropped into the NBC "Today" studio to shake Dave Garroway's hand. Dave told viewers that he had received a congratulatory telephone call from President-elect Kennedy. Someone brought in a tiered cake with nine candles.

The reason for these events was that "The Dave Garroway Today Show" was observing its ninth anniversary on the NBC Television Network (Mondays through Fridays, 7-9 a.m. EST).

Dave said the show is "greater and more fun and more exciting to me than when it started."

"I think you should be congratulated," Arlene Francis said, "for keeping everybody so interested and stimulated for nine years."

"I should thank everybody for contributing to the lucky spot I'm in," Garroway replied.

Like its theme song, the anniversary program was at times a "Sentimental Journey," but reminiscences were interlarded with quips and gags. Commenting on what a study in relaxation Garroway and Como presented, Jack Lescoulie said: "Watching you two guys together, what a spot this would be for a sleeping pill commercial."

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2 - "Dave Garroway Today Show"

Comedians Jack E. Leonard, Jan Murray and Morey Amsterdam "roasted" Dave and each other in several minutes of fast-flying insults. "This is actually a one-hour show," Amsterdam said. "It just takes Dave two hours to do it." Lescoulie didn't escape the rapier wit either. "Jack, you should get the Academy Award for guts," Leonard said.

When Garroway remarked that he was taking his son, Michael, to Washington for the program's coverage of the inauguration, Leonard remarked: "Tell the kid to stay out of the Ford Theater."

But it wasn't all fun and games. Dave interviewed the two Negro students who had been suspended from the University of Georgia after a student riot. The pair, Charlayne Hunter and Hamilton Holmes, were presented on the air from Atlanta, Ga. Garroway also discussed the situation by telephone with Joseph A. Williams, the university's dean of students.

This examination of segregation developments is the kind of "on top of the news" coverage that some 6,000,000 daily viewers of "The Dave Garroway Today Show" have come to expect from this program. Thorough reporting of important news events is one of the reasons why half the members of the U. S. Senate and more than one-third of the members of the House of Representatives watch the "Today" show during the course of a week.

In the ninth year just ended, the program presented extensive coverage of the American political scene. This included a series of reports on the primaries, interviews with candidates and other political leaders, two-hour daily reports on the conventions from Los Angeles and Chicago, and an extension of the NBC News coverage of the election.

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Prominent persons interviewed on the program in the past year included President-elect Kennedy, who appeared on the show four times; Governor Nelson A. Rockefeller of New York, Vice President-elect Lyndon B. Johnson, the King of Thailand, Dr. Tom Dooley, the Rev. Billy Graham, boxer Ingemar Johansson, fashion designer Lilly Dache, author Bruce Catton, movie star Zsa Zsa Gabor, violinist Mischa Elman, theatrical producer George Abbot, actress Anne Bancroft, circus owner John Ringling North, explorer Sir Edmund Hillary, playwright James Thurber and many others.

"The Dave Garroway Today Show" has presented about 12,000 guests during its nine years -- some of them celebrities, as noted, others little-known persons from all walks of life who were "just interesting people."

Last Spring, "Today" took its viewers on a five-day comprehensive tour of Rome via taped programs, and the previous year the show was broadcast from Paris for a week.

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NBC-New York, 1/13/61

NBC TELEVISION NETWORK NEWS

January 13, 1961

SENATOR PROXMIRE SINGLES OUT TEN NBC NEWS AND PUBLIC AFFAIRS PROGRAMS AS PART OF 'BROAD PANORAMA OF FINE PROGRAMS OFFERED IN RECENT MONTHS'

Senator William Proxmire (D-Wis.) has singled out 10 NBC news and public affairs programs as part of "the broad panorama of fine programs that have been offered in recent months."

Senator Proxmire told the Senate on Jan. 9 that "in the past few months many of us have become aware of the tremendous job television can do." Recalling "The Great Debate" broadcasts and other programs during the 1960 political campaign, he said that "thanks to television this was the best-informed electorate, in my judgment, in our history."

"On the night of the election," Senator Proxmire said, "the networks brought the details of the nation-wide vote count to an enormous audience that stayed up to watch what surely must have been the most prolonged cliff-hanger since the end of 'The Perils of Pauline'."

He said that "many of us have feared that the problems of our democracy have been becoming too vast, too remote, and too complicated with the impact of technology . . . with burgeoning population and multiplying independent nations."

"Now television has come along," he added, "and it is at last possible for the great majority of us Americans to develop a far better understanding of our responsibilities, and how massive and challenging a job we face. In many ways American television is beginning to do part of that job."

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Senator Proxmire said that in the next few days he intended to place in the Congressional Record the transcript of some of the outstanding recent programs. He listed five CBS and six ABC broadcasts, in addition to the 10 NBC programs he cited as outstanding. The NBC programs were as follows:

"The U-2 Affair" in the "NBC White Paper" series.

"Sit-In" in the "NBC White Paper" series.

"The Working Mother," a "Purex Special for Women."

"The Cold Woman," a "Purex Special for Women."

A report on Nigeria on "Chet Huntley Reporting."

A report on the Minute Man missile on "Chet Huntley Reporting."

A debate on birth control on "The Nation's Future."

A debate on Algeria on "The Nation's Future."

A debate on Cuba on "The Nation's Future."

A debate on Federal aid to education on "The Nation's Future."

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NBC-New York, 1/13/61

'CHAMPION OF CHAMPIONS' PERRY COMO WINS 3 FIRST PLACES
IN FAME MAGAZINE POLL OF TV CRITICS AND COLUMNISTS;
MANY NBC STARS AND SHOWS HONORED IN BALLOTING

FOR RELEASE MONDAY A.M., JAN. 16

NBC's Perry Como was voted three first-place awards in the 12th annual Television Today and Motion Picture Daily Poll of TV critics and columnists in 1960, including one naming him "Champion of Champions - Best Television Performer."

His weekly hour-long color series, "Perry Como's Kraft Music Hall," was named "Best Popular Music Show" and Como himself, for the ninth consecutive year, was named "Best Male Vocalist."

Throughout the years NBC-TV has won in the "Best Television Performer - Champion of Champion" category for a total of nine years.

Dinah Shore was named "Best Female Vocalist," also for the ninth consecutive year, and "The Dinah Shore Chevy Show" was selected as the "TV Show Making Most Effective Use of Color," with the Como show placing second in this category, and "The Shirley Temple Show" third.

Among the other awards, which were selected by Television Today and Motion Picture Daily for Fame Magazine, "The Dave Garroway Today Show," was named "Best Daytime Program" for the third year and Hugh Downs was selected "Best Announcer" for the third year.

Mel Allen, announcer for many of the sports events covered on the NBC-TV Network, was selected as "Best Sportscaster" for the eighth year.

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NBC-TV's highly-rated and popular "Wagon Train" series was singled out as television's "Best Western Series" last year, along with "Alfred Hitchcock Presents" as "Best Mystery Program." For the second year, "The Price Is Right" was named "Best Quiz Show - Audience Participation."

NBC News' David Brinkley was selected as "Best News Commentator" with Chet Huntley named in second place. The order was reversed last year and NBC News commentators have placed first in this category for a total of nine years.

NBC-TV's series of "Purex Special for Women" programs placed second after the winning "Garroway Today" series in the "Best Daytime Program" category, and NBC's George Feneman of "The Groucho Show" holds second place after Hugh Downs as "Best Announcer." "The Dinah Shore Chevy Show" also won the second place award for "Best Popular Musical Show" after "Perry Como's Kraft Music Hall."

The NBC Press Department was singled out in the awards for "The Best Network Publicity Service."

Another sweepstakes category for NBC-TV was "Best Quiz Show - Audience Participation," with "The Groucho Show" in second place and "Concentration" third.

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NBC-New York, 1/13/61

NBC-TV NETWORK PROGRAM

CORRECTION FOR 'A NIGHT AT THE PALLADIUM'

Performers on the NBC-TV Network's full-hour "A Night at the Palladium" special, to be presented on a March date and time to be announced, will be the Regimental Band and Massed Pipers of the Scots Guards -- instead of the Coldstream Guards, as announced in the NBC Daily News Report of Jan. 5. Laurence Harvey will be host of the program, which also will feature English comedian Charles Drake and the Tiller Girls, precision dancers.

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NBC-New York, 1/13/61

NBC TELEVISION NETWORK NEWS-X-H

January 16, 1961

LIVELY STEPPING OF CHET HUNTLEY AND DAVID BRINKLEY PACES
COMPREHENSIVE INAUGURATION COVERAGE ON NBC-TV NETWORK

Chet Huntley and David Brinkley will have to step lively in their coverage of the Presidential Inauguration of John F. Kennedy in Washington Friday, Jan. 20 (NBC-TV Network, 11 a.m.-4 p.m. EST, including color broadcast coverage of the Inaugural parade).

Within less than 45 minutes, the two NBC News correspondents are expected to climb down a 50-foot ladder from their TV booth at the Capitol, walk a block through crowds of spectators, drive more than two miles through heavy traffic, then climb to their observation post at the White House.

Huntley and Brinkley will be assisted by correspondents Frank McGee, Edwin Newman, Ray Scherer, Sander Vanocur and Herb Kaplow. The NBC coverage of the Inauguration will use 39 cameras and an editorial and production staff of more than 200. It will be produced by Lou Hazam and directed by Charles Jones, with Elmer W. Lower, Manager, NBC News, Washington, as executive producer.

The Inaugural Ball at the National Guard Armory in Washington will be covered in a special program on the evening of Jan. 20 (NBC-TV Network, 11:15 p.m. to 12 midnight EST). NBC News correspondents Frank Blair, Sander Vanocur and Edwin Newman and actress Dina Merrill will describe the ball and will interview many of the guests.

The Inauguration coverage (all times EST), starting at 11 a.m., will include the departure of President-elect Kennedy from his home in the Georgetown section of Washington at about 11:10 a.m.

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2 - Inauguration

Sander Vanocur will report from an NBC camera position near the front door of the residence on N Street, where Mr. Kennedy has lived as a Senator.

The President-elect is scheduled to arrive at the White House at approximately 11:20 a.m. There he will be joined by President Eisenhower and, in a departure from tradition, by Vice President Richard M. Nixon and Vice President-elect Lyndon B. Johnson. At about 11:30 a.m., all four will leave by motorcade for the Capitol. Activities at the White House will be covered by Ray Scherer from a camera position on the lawn.

The motorcade is expected to arrive at the Capitol at approximately 11:45 a.m. and Mr. Kennedy is scheduled to take his place in the Inaugural stand at 12 Noon. The swearing-in ceremonies, the Inaugural address and other events will be televised from the Huntley-Brinkley booth overlooking the stands.

At about 12:45 p.m., the Kennedy party will go to the Capitol building's old Supreme Court chamber for the Inaugural luncheon, which will be televised. NBC News will also have a camera position and correspondent Herb Kaplow at the F Street Club, where President Eisenhower will attend a luncheon in his honor.

As soon as the Presidential party leaves the Inaugural stands for the luncheon, Huntley and Brinkley will climb down from their television booth and start their race to the White House. While they are en route, correspondent Frank McGee will serve as anchorman for the coverage from the NBC News booth in Lafayette Park across the street from the White House.

At about 1:30 p.m. President Kennedy and Mrs. Kennedy will leave the Capitol and take their place at the head of the Inaugural parade. Their limousine, preceded by the NBC News mobile unit, will

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3 - Inauguration

head down Pennsylvania Avenue and is expected to arrive at the reviewing stand at the White House shortly after 2 p.m.

At the moment the President steps onto the reviewing stand, the NBC-TV coverage will switch to color. From then until 4 p.m. the parade and the President will be televised by four NBC color cameras in Lafayette Park, with commentary by Huntley and Brinkley stationed in their TV booth directly facing the reviewing stand.

* * *

(NOTE TO EDITORS: NBC Press representatives for the Inauguration coverage are Bob Brown and Mort Hochstein, who can be reached at NBC, Washington, Phone EMerson 2-4000, or the Shoreham Hotel, Phone ADams 4-0700. NBC Press photographers are Art Selby and Fred Hermansky, who can be reached at NBC, Washington, Phone EMerson 2-4000 or the Willard Hotel, Phone NATional 8-4420.)

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IN LINE OF MARCH

If the Inaugural parade runs longer than expected on Friday, Jan. 20 it may be due in part to the enthusiasm of incoming Vice President Lyndon B. Johnson. During the campaign, according to NBC News correspondent Richard Harkness, Johnson worked his way across the South by campaign train and everywhere was greeted by a local high school band or drum-and-bugle corps. "Johnson told them all that they were good enough to be in the Inaugural parade and now all of them have taken him at his word," Harkness says. "The Inaugural committee is besieged by practically every drum-and-bugle corps South of the Mason-Dixon line for a place in the procession."

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'DAVE GARROWAY SHOW' WILL GO TO WASHINGTON FOR INAUGURATION

- - -

Cameras Will Follow Star Showing His Children Major Points
Of Interest; Congressional Leaders to Be Interviewed

Dave Garroway will show his son, Michael, 12, and his daughter, Paris, 16, the three principal points of interest in the Inauguration of John F. Kennedy in Washington Friday, Jan. 20, as NBC-TV's "The Dave Garroway Today Show" devotes its entire two hours of programming that morning (7-9 a.m. EST) to Inauguration Day activities.

The "Today" cameras will follow Garroway and his children to the home of President-elect Kennedy in the Georgetown section of Washington, the reviewing stand for the Inaugural parade in front of the White House, and the Inaugural stand at the Capitol where the swearing-in ceremony will take place.

The program will present interviews with Speaker of the House Sam Rayburn (D.-Tex.), Senate majority leader Mike Mansfield (D.-Mont.) and Senate minority leader Everett M. Dirksen (R.-Ill.). Interviewed by Garroway and "Today" reporter Martin Agronsky, they will discuss the problems and aspirations of the new administration.

The show will open across the street from the Kennedy home, where Garroway will talk with neighbors of the President-elect and tradespeople serving the Kennedy family. A film will show highlights of Mr. Kennedy's life and political career. During this film, Garroway and his children will move to the reviewing stand at the White House, where he will talk about the significance of the occasion.

In the next sequence, in the Capitol Rotunda, Senators Mansfield and Dirksen and Rep. Rayburn will be interviewed. Then the

(more)

cameras will shift to the Inaugural platform for interviews with Joseph Donahue, chairman of the Inaugural Parade Committee; Pat McMahon, whom Mr. Kennedy rescued after their PT-boat was sunk off Guadalcanal in 1942; and Maj. General Charles K. Gailey, commanding general of the Military District of Washington and chairman of the Armed Forces Participation Committee for the Inauguration.

A filmed history of past Inauguration Days will be presented. The program will close with Garroway and Agronsky discussing the legislative program that may be expected from the Kennedy administration in the next four years.

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NBC-New York, 1/16/61

NBC TELEVISION NETWORK NEWS

January 16, 1961

'OMNIBUS' TO PRESENT NEWLY EDITED VERSION
OF 'ABRAHAM LINCOLN: THE EARLY YEARS'

"Abraham Lincoln: the Early Years" will be seen in a newly edited version as the next presentation on "Omnibus" Sunday, Feb. 5 (NBC-TV Network, 5-6 p.m. EST).

This program originally was presented on the "Omnibus" series in 1952 as a five-part filmed series. It was broadcast as a one-hour program in 1955, 1956 and 1959. The current version is substantially the same, but with minor re-editing, and is offered in observance of the Civil War Centennial and Lincoln's Birthday.

The late James Agee is author of the script. The Pulitzer Prize-winning novelist won wide acclaim for this program.

The program was filmed in Kentucky, Indiana and Illinois with Norman Lloyd as director and Richard de Rochemont as supervisor. Royal Dano portrays Lincoln and Joanne Woodward plays Ann Rutledge. Crahan Denton is cast as Tom Lincoln, Marian Seldes as Nancy Hanks Lincoln, Jack Warden as Jack Armstrong, Richard Purdy as Gardner, Joanna Roos as Mary Todd Lincoln and Blanche Chalet as Sally Bush Lincoln.

Alistair Cooke is program host. "Omnibus" is a Robert Saudek Associates production.

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January 16, 1961

SEQUEL TO ACCLAIMED COLOR BROADCAST OF "THE COMING OF CHRIST"
WILL BE AN NBC "PROJECT 20" EASTER PRESENTATION IN 1962
- - -
Last Days of Christ's Ministry and Resurrection Will Be Treated
In Color Program Utilizing Art Masterpieces "In Action"

A sequel to the phenomenally successful "Project 20" production of "The Coming of Christ" will be broadcast in color by the NBC-TV Network as an Easter presentation in 1962. Announcement of the new program was made today by David Levy, Vice President, Programs and Talent. The sequel, as yet untitled, will deal with the last days of the ministry of Christ, the Last Supper, the agony in Gethsemane, the betrayal by Judas, the delivery to Pilate, the Crucifixion, the entombment, and the Resurrection.

Donald B. Hyatt, Director of NBC Special Projects and producer-director of "Project 20," said that the originally anticipated playdate has been moved ahead a year.

"We had considered doing it this Easter," Hyatt said, "but to complete a thorough job of research and processing another full year of production is necessary. There is an immense amount of material to choose from, much more than for the first program. Postponement will allow us what will amount to a full two-year search for appropriate art masterpieces in museums, private collections, and institutions throughout the world."

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The sequel will be done in the same style as "The Coming of Christ," Hyatt said. Hundreds of paintings in which the world's great artists have depicted the ministry and the last days of Christ will be animated through the now-famous "Project 20" technique of still-pictures-in-action. The paintings will be those of the great masters of the late Middle Ages and the Renaissance.

Hyatt will be producer-director. Richard Hanser, who wrote the script for "The Coming of Christ," will do the new script, which, like the earlier one, will be almost wholly in the words of the King James version of the Bible. Alexander Scourby again will be the narrator.

Robert Russell Bennett, whose music for "The Coming of Christ" won warm critical commendation, will compose an orchestral score for the new program. Daniel Jones will be research director, and Silvio D'Alisera will be film editor.

Few programs in TV annals have won the rhapsodic praise from both public and critics that "The Coming of Christ" did in the wake of its showing Dec. 21. The warmth of the response has prompted the network to schedule re-showings next Christmas and annually thereafter.

Critics have hailed the program variously as "a masterpiece," "a genuinely inspiring program," and "a work of permanence, a program of exceptional beauty and reverence that will rank as one of television's lasting accomplishments."

Its still-pictures-in-action technique was termed "uncanny," "breathtaking," "visually exciting," and "stunning in its sense of drama, movement, and exaltation."

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NBC-TV NETWORK PROGRAM

GROUP FROM NBC AND NCCM GOES TO ENGLAND FOR TAPING
OF 4 'CATHOLIC HOUR' TV PROGRAMS AT OXFORD

A task force from NBC and the National Council of Catholic Men will fly to England this week to tape a series of four TV religious programs at Oxford University. The series, titled "England Revisited," will be produced for presentation on the "Catholic Hour" in August (Sundays, Aug. 6, 13, 20 and 27, at 1:30 p.m. NYT).

Prominent English churchmen and scholars will take part in the programs, which will be essentially conversations. Subjects will be Sir Thomas More, statesman and author (1478 to 1535); Cardinal Newman, theologian and author (1801-1890); G. K. Chesterton, essayist and critic (1874-1936), and Msgr. Ronald Knox, theologian and Bible Translator (1888-1957). Members of the task force, which will be at Oxford through Feb. 15, are Doris Ann, manager of religious programs for NBC-TV, who will be executive producer for the network; Richard Walsh, director of the radio and television department of the N.C.C.M., who will be producer for that organization; NBC's Martin Hoade, who will be producer-director; and the Rev. Phillip Walsh, of the Oratory, Rock Hill, S. C., who will be consultant.

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NBC-New York, 1/16/61

January 17, 1961

WYNN OIL CO. BUYS HALF-SPONSORSHIP OF NBC-TV'S
COVERAGE OF NIT BASKETBALL GAMES

The Wynn Oil Company has purchased half sponsorship of college basketball's National Invitation Tournament to be covered by NBC-TV on Saturdays, March 18 and 25 from New York's Madison Square Garden.

NBC-TV will cover an early-round game Saturday, March 18, and on Saturday, March 25 the NIT championship battle will be broadcast. TV time for both games will be 4 p.m. EST. This is the oldest post-season basketball tourney in the country. A field of 12 teams will be selected to compete in the annual classic.

The Wynn Oil purchase was placed through Erwin Wasey, Ruthrauff & Ryan Inc., in Los Angeles, California.

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NBC TELEVISION NETWORK NEWS

January 17, 1961

CHARLES P. TAFT AND WILLIAM F. BUCKLEY JR. TO DEBATE ISSUE,
"SHOULD CHURCH PULPITS BE A POLITICAL ROSTRUM?"
ON "THE NATION'S FUTURE" JAN. 28

"Should Church Pulpits Be a Political Rostrum?" will be debated by Charles P. Taft, chairman of the Department of the Church and Economic Life, National Council of Churches, and William F. Buckley Jr., author and editor of the National Review, on NBC-TV's "The Nation's Future" Saturday, Jan. 28 (9:30-10 p.m. EST). The program, originating live in the NBC Studios in New York, will be moderated by John K. M. McCaffery.

Taft, in his post with the National Council of Churches, has been directing a program of education and information to forge a "Christian approach to America's economic problems." In 1959-60 he headed a special church committee which published a study report on the 116-day nationwide steel strike. From 1957 to 1960 he was vice president of the National Council of Churches, and during 1960 he was chairman of the Campaign Fair Practices Committee.

A lawyer and labor consultant, he has been a leader in Cincinnati's city government as a member of the City Council and the City Planning Commission. During World War II he was director of Community War Services in the Federal Security Agency and later director of Wartime Economic Affairs, U. S. State Department. He is a son of the late former President Taft.

(more)

Buckley has edited the National Review since 1955, when the magazine began publication. After he was graduated from Yale University in 1950, he achieved national recognition for his first book, "God and Man at Yale," published in 1951. One of the leaders of a group of conservative thinkers and writers in this country, he was co-author, with B. Brent Bozell, of "McCarthy and His Enemies," an examination of loyalty and security practices in Washington and the McCarthy controversy. His most recent book, published in 1959, was "Up from Liberalism."

"The Nation's Future" is presented Saturdays from 9:30 to 10:30 p.m. EST, except every third week (as on Jan. 28) when the network broadcast is scheduled from 9:30 to 10 p.m. EST. The remaining half hour will be available to NBC-TV affiliated stations for a continuation of the discussion keyed to particular community needs.

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NBC-New York, 1/17/61

NBC COLOR TELEVISION NEWS



January 17, 1961

'MEET THE PRESS' GUEST OF JAN. 22 IS JAMES M. LANDIS,
RECENTLY APPOINTED TO OVERSEE REORGANIZATION
OF THE FEDERAL REGULATORY AGENCIES

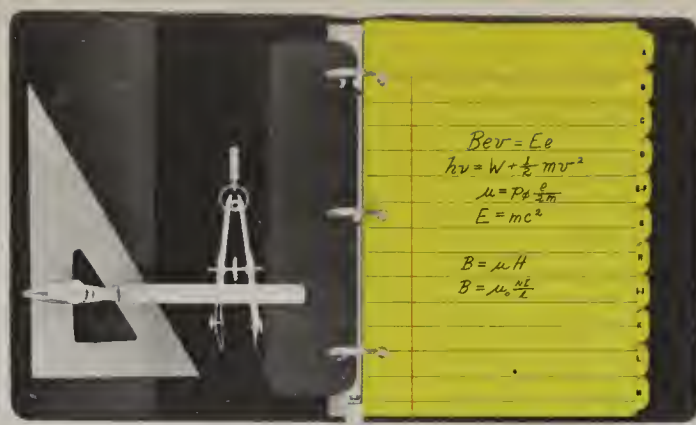
James M. Landis, former head of the Securities Exchange Commission and recently appointed by President-elect John F. Kennedy to plan and oversee the reorganization of the regulatory agencies, will be the guest on "Meet the Press" Sunday, Jan. 22 (NBC-TV Network color broadcast, 6 p.m. EST; NBC Radio Network except WNBC, as part of "Monitor," 6:30 p.m. EST; WNBC time, 6:35 p.m. EST).

Mr. Landis will be looking into agencies which include the FCC, FTC, ICC, CAB, FAA, SEC and NLRB (Federal Communications Commission, Federal Trade Commission, Interstate Commerce Commission, Civil Aeronautics Board, Federal Aviation Agency, Securities Exchange Commission and National Labor Relations Board).

Interviewing Mr. Landis will be David Wise of the New York Herald Tribune, Anthony Lewis of the New York Times, Sander Vanocur of NBC News, and Lawrence E. Spivak, producer and permanent panelist. Ned Brooks will be the moderator.

The NBC-TV color broadcast, a public affairs presentation of NBC News, will originate live in Washington, D. C.

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CONTINENTAL CLASSROOM
NBC TELEVISION NETWORK
6:00-7:00 AM MON. - FRI.

INCREASED INTEREST IN 'CONTINENTAL CLASSROOM'

SHOWN IN LATEST NIELSEN TABULATION

Striking evidence of continued and growing interest in the NBC-TV Network's "Continental Classroom," now in its third season, comes to light in the latest Nielsen tabulation, just released by the NBC Research Department.

The program is reaching more viewers today than it was a year ago (for the total hour as well as for each half-hour session), the report reveals.

The course in Contemporary Mathematics, broadcast in color coast-to-coast Monday through Friday at 6:30 a.m. local time, has a daily attendance of 265,000 adults. Modern Chemistry, last season's course which is being re-run on color tape coast-to-coast Monday through Friday at 6 a.m. local time, has a daily attendance of more than 112,000 adults.

"This is a very solid demonstration of continuing interest in college-level instructional courses on a commercial network," Edward Stanley, NBC Director of Public Affairs, said today. "It shows profound public interest in the need which we are endeavoring to meet in cooperation with Learning Resources Institute, the Ford Foundation, and the public-spirited corporations in the donor group."

A new course in Probability and Statistics, second semester of Contemporary Mathematics, will begin Monday, Jan. 30. The second term of Modern Chemistry will start on the same date.

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NBC-New York, 1/17/61

NBC TELEVISION NETWORK NEWS

January 17, 1961

'PROJECT 20' RE-SHOWING OF 'LIFE IN THE THIRTIES' WAS PROMPTED BY FACT THAT NEW DEMOCRATIC ADMINISTRATION IS ABOUT TO START: FRANK McGEE, IN NEW AFTERPIECE, RELATES THIRTIES TO SIXTIES

The fact that a new Democratic administration is moving into Washington prompted the forthcoming re-showing of the NBC "Project 20" production of "Life in the Thirties."

NBC News correspondent Frank McGee has written a newly filmed afterpiece to the program, relating the Thirties to the Sixties. The program, to be broadcast on the NBC-TV Network Tuesday, Jan. 24 (10 to 11 p.m. EST), deals with American and world affairs during the crucial pre-war decade of Franklin D. Roosevelt's administration. It recaptures the years 1929-1939 through fact-film, narration, and music of the time.

"There are parallels between the Thirties and the Sixties," says Donald B. Hyatt, Director of NBC Special Projects and producer-director of "Project 20." "With President-elect Kennedy's inauguration set for January 20, the program will revive memories of an earlier Democratic administration and take on an even greater historical importance than when it was first shown in 1959."

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GEORGE A. HEINEMANN OF NBC APPOINTED TO COUNCIL
OF SOUTHERN REGIONAL EDUCATION BOARD

George A. Heinemann, NBC Manager of Public Affairs, has been appointed to membership on the Public Information Advisory Council of the Southern Regional Education Board.

The appointment was announced today in Nashville by Tennessee's Governor Buford Ellington, who is chairman of the Southern Regional Education Board. The Board provides information about higher education to the public in the region. The Council advises the staff on public information projects and policy.

LeRoy Collins, ex-Governor of Florida and new president of the National Association of Broadcasters, is a former head of the Southern Regional Education Board.

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NBC-New York, 1/17/61

SCHEDULE OF EVENTS (ALL TIMES EST) TO BE COVERED BY NBC-TV:

7 to 9 a.m.: "The Dave Garroway Today Show" will present a live preview of the events of the day. Garroway will tour the site of the Inauguration and the route over which the parade will pass. He will also interview Speaker of the House Sam Rayburn (D.-Tex.), Senate Majority Leader Mike Mansfield (D.-Mont.) and Senate Minority leader Everett M. Dirksen (R.-Ill.) on the aims of the new administration.

11 a.m.: NBC-TV will begin its live coverage of the Inauguration. Cameras will pick up President-elect John F. Kennedy leaving his Georgetown home and cover his entrance to the White House approximately 20 minutes later.

11:30 a.m.: President-elect Kennedy and President Eisenhower leave the White House for the drive to the Capitol. They will be followed by Vice President-elect Johnson and Vice President Nixon. NBC-TV's mobile Cadillac unit with Merrill Mueller will precede the Presidential car and a second mobile unit, a Lincoln, will cover the official Vice Presidential car.

11:45 a.m.: The official party arrives at the Capitol.

12 noon: Inaugural ceremony at the Capitol including the oath of office for the President and Vice President and the Inaugural address by President Kennedy. Chet Huntley and David Brinkley will cover the ceremony from a TV booth facing the platform at the Capitol and Bryson Rash will cover from the Rotunda.

12:45 p.m.: Conclusion of ceremonies. President Kennedy and party go to the Supreme Court Chamber in the Capitol Building for luncheon. President Eisenhower leaves the Capitol for luncheon at the F Street Club as a guest of Lewis Strauss. Following the luncheon Mr. Eisenhower will drive to Gettysburg. Herb Kaplow, of NBC News will be at the F Street club.

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3 - Inauguration Coverage

1:30 p.m.: President Kennedy leaves the Capitol in an open car to head a motorcade back to the White House. The parade will follow the motorcade with over 35,000 men and women in the procession.

2 p.m. to 4 p.m.: President Kennedy arrives at the Portico of the White House and goes immediately to the reviewing stands. The Presidential review and parade will be covered in color from key camera positions along Pennsylvania Avenue. Commentators Huntley and Brinkley will anchor the commentary from a special TV booth located in Lafayette Park across from the White House. At 4 p.m. NBC News will decide whether to continue its coverage of the parade beyond that hour.

6:45 p.m.: Taped highlights of the day's activities will be presented on the "Texaco Huntley-Brinkley Report."

11:15 p.m.-12:30 a.m.: The Inaugural Ball at the National Guard Armory in Washington, D. C. will be covered in a special program. Dina Merrill, Frank Blair, Edwin Newman and Sander Vanocur will interview celebrities and describe the scene at the ball.

NOTE: Coverage of ball has been extended a half-hour. At the conclusion of the ball, at 12:30 a.m., the network will pick up "The Best of Paar" program, then in progress.

NBC RADIO COVERAGE:

Correspondents Robert McCormick and Morgan Beatty (anchor-men), Robert Abernathy, Martin Agronsky, Arthur Barriault, Frank Bourgholtzer, Leif Eid, Peter Hackes and Bill Henry will cover the events starting at 11:05 a.m. EST. They will end at approximately 3:30 p.m. EST.

The Inaugural Ball will be covered in a special NBC Radio Network program from 11:30 p.m. to 12 midnight EST. In addition reports on the ball will be inserted periodically in NBC Radio's "Monitor" during the evening.

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NBC-New York, 1/18/61

NBC TELEVISION NETWORK NEWS

January 18, 1961

A SPECIAL SEPARATE MOBILE UNIT WILL BE USED ON INAUGURATION DAY BY NBC NEWS FOR TV COVERAGE OF NEW AND RETIRING VICE PRESIDENTS

The Vice President and the Vice President-elect will each be televised on Inauguration Day by a special separate TV mobile unit for the first time, when NBC News covers Inaugural events Friday, Jan. 20 (NBC-TV Network, 11 a.m.-4 p.m. EST).

NBC News will use the mobile unit to televise the limousine that will take Vice President Richard M. Nixon and Vice President-elect Lyndon B. Johnson from the White House to the Capitol and then will carry Johnson in the parade back to the White House.

In addition, as in past Inaugurations, NBC News will use a mobile unit to cover the President-elect. This unit will accompany President-elect John F. Kennedy's limousine from the time he picks up President Eisenhower at the White House until he returns from the Capitol to the reviewing stand at the White House.

Julian Goodman, Vice President, NBC News and Public Affairs, said that the decision to use a second mobile unit was made after a review of kinescope recordings of the 1957 Inauguration. He said that Vice President Nixon could be seen only briefly and at some distance in the 1957 coverage of the Inaugural parade. The decision was also based on the increasingly important role of the Vice President in recent years.

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The two mobile units are virtually identical technically, except that the unit covering Mr. Kennedy is a remodeled Cadillac while the unit covering Mr. Johnson is a remodeled Lincoln. Each is, in effect, a self-contained, traveling TV station, with camera and micro-wave antenna on the roof and audio and video controls inside.

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A TALE OF TAILS ABOUT NEWSMAN NEWMAN

NBC News correspondent Edwin Newman became so engrossed in a study of Inauguration Day clothing that he made an error in his own sartorial plans for the Inaugural Ball Friday night (Jan. 20).

Newman had been researching the history of Inaugural apparel for his commentary on a special program covering the ball at the National Guard Armory (NBC-TV, 11:15 p.m.-12:30 a.m. EST). But he overlooked one fact: that "white tie formal" is required for the ball, even for working newsmen. He arrived in Washington without white tie and tails and when he tried to rent the outfit he found there was none to be had within a radius of 50 miles.

NBC News called in a tailor who took Newman's measurements, which were phoned to New York. Newman is now waiting anxiously for his tails to be air-expressed from New York.

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NBC-New York, 1/18/61

FROM THE NATIONAL BROADCASTING COMPANY

400 Rockefeller Plaza, New York 20, N. Y.

January 18, 1961

NBC NEWS SETS UP SPECIAL WIRE SERVICE IN WASHINGTON FOR COVERAGE
OF INAUGURATION DAY EVENTS ON NBC TELEVISION AND RADIO NETWORKS

NBC News has set up a special wire service which will report Washington events for the Inauguration coverage on the NBC-TV and NBC Radio Networks Friday, Jan. 20.

The wire service similar to that used by NBC News in its coverage of the 1960 conventions and elections will supplement the Inauguration reporting of Chet Huntley, David Brinkley and the other NBC News correspondents.

The NBC News wire will be staffed by 15 reporters covering key locations in Washington and by a news desk of five persons headed by Bert Ivry. It will be supervised by Elmer W. Lower, Manager, NBC News, Washington, who is executive producer of the Inauguration coverage.

The reporters will cover the Inaugural parade route from the Capitol to the White House, the parade staging and dispersing areas, first aid stations and other locations. Their reports will be carried by teletype to the Huntley-Brinkley TV booths at the Capitol and the White House, to the radio booths of Morgan Beatty and Robert McCormick and to other on-the-air locations.

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NBC TRADE NEWS

January 18, 1961

20 WINNERS OF ANNUAL NBC PROMOTION MANAGERS AWARDS ANNOUNCED FOR CAMPAIGNS SUPPORTING THE 1960-61 NBC-TV NETWORK PROGRAMS

The 20 winners of the Third Annual NBC Promotion Managers Awards for promotion campaigns of stations supporting the 1960-61 NBC Television Network programs were announced today by Alexander S. Rylander, Director of Promotional Services.

The top five winners will begin a full-week, expense-paid trip to Hollywood on Saturday, Jan. 28. Included will be behind-the-scenes visits to NBC studios and motion picture studios and stars.

Winners of the tour are Charles Cash, WSM-TV, Nashville, Tenn.; Arthur Garland, WRGB, Schenectady, N. Y.; Kirt Harriss, KPRC-TV, Houston, Tex.; James Knight, WTRF-TV, Wheeling, W. Va., and Keith C. Strange, WFBM-TV, Indianapolis, Ind.

The contest attracted a record total of more than 100 entries from affiliated NBC-TV stations, coast-to-coast. Among the entries were representatives of 50 of the largest markets in the country, including the major rating cities.

The challenge to stations presented by the contest consisted of achievements in four principal categories, Mr. Rylander said. These were in press, advertising, promotion and showmanship in special exploitation areas.

The annual display of advertising, publicity, promotion and exploitation accrued through the competitions is considered in the trade to be one of the most comprehensive and effective ways by which

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a network can demonstrate to advertising agencies that their clients receive full-scale support from the NBC affiliates.

The "You're the Critic" contest idea, originated by Jack Harris, Vice President and General Manager of KPRC-TV in Houston, and Kirt Harriss, KPRC-TV promotion manager, was later adopted by 40 other major markets and became the most successful viewer contest ever to support TV programming.

The resulting barrage of publicity for the contest won on-the-air mentions, promotion, tie-ups with newspapers and TV Guide, and 50 million entry blanks were distributed. Prizes valued at more than \$100,000 were awarded to the viewer-winners in the various markets who correctly selected the top 10 programs according to their popularity in local rating surveys in each participating city.

In the promotion managers contest, additional awards included an RCA Victor color TV set, hi-fi equipment, a portable TV set and decorator clocks.

The 15 additional winners were as follows:

Caley Augustine, WIIC, Pittsburgh, Pa.; John Banasik, KGNC-TV, Amarillo, Tex.; Paul Bain, KOB-TV, Albuquerque, N. M.; John Burpee, WJAR-TV, Providence, R. I.; Stan Cohen, WDSU-TV, New Orleans, La.; Frank Doherty Jr., WWLP, Springfield, Mass.; Don Fischer, WCKT, Miami, Fla.; Martin Olsen, WDSM-TV, Duluth, Minn.; Dick Paul, WAVY-TV, Norfolk, Va.; Carol Geerdes, KROC-TV, Rochester, Minn.; Walter Purcell, WNDU-TV, South Bend, Ind.; Edna Seaman, WFBC-TV, Greenville, S. C.; Robert Thompson, WTVO, Rockford, Ill.; Jack Williams, WSAZ-TV, Huntington, W. Va., and David Witherspoon, WRAL-TV, Raleigh, N. C.

Representatives of 10 leading advertising agencies were invited to participate in the judging.

NBC TELEVISION NETWORK NEWS

January 18, 1961

'NBC WHITE PAPER NO. 3' TO EXAMINE 'PANAMA--DANGER ZONE'

Chet Huntley to Narrate Program Probing Meaning of Anti-American
Riot for U.S. Policy Toward Latin America

"Panama -- Danger Zone," a special program examining an anti-American riot in Panama and its meaning for U. S. policy toward all of Latin America, will be presented as "NBC White Paper No. 3" Tuesday, Feb. 14 (NBC-TV Network, 10-11 p.m. EST).

The program, narrated by Chet Huntley, will focus on the two most recent anniversaries of Panama's independence -- Nov. 3, 1959, when demonstrators stoned U. S. agencies and attempted to plant a Panamanian flag in the Canal Zone, and Nov. 3, 1960, when similar disturbances were expected but failed to develop.

Executive Producer Irving Gitlin said that the program would provide a close look at the events of these two days, and would also survey the entire history of U. S.-Panama relations, in a capsule study of the problems and opportunities of U. S. policy toward Latin America as a whole.

He said that the program would examine the Panama Canal and its effect on U. S. relations with Latin America, would compare life inside the Canal Zone with life elsewhere in the country, and would include interviews with Panamanian students, U. S. employes and officials of both countries.

Among those to be interviewed are Joseph S. Farland, U. S. Ambassador to Panama; Roberto F. Chiari, President of Panama; Rep. Daniel J. Flood (D.-Pa.), who recently returned from a tour of Panama;

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W. A. Carter, governor of the Canal Zone; and Gen. William Potter, former governor of the Canal Zone. Others include Harmodio Arias, former President of Panama and now a leading newspaper publisher; his son, Roberto Arias, Panamanian ambassador to Great Britain; Gen. Theodore F. Bogart, U. S. Army head of the Caribbean Command; and Aquilino Boyd, who led the anti-U. S. demonstration in 1959.

The program was filmed in Panama's jungles and on its banana plantations, as well as in its cities. A segment on the Canal will include historical film of the construction work, a visit to the site by President Theodore Roosevelt and the official opening of the Canal at ceremonies conducted by President Woodrow Wilson in the White House.

Participants include the "Lord Kontiki" Calypso group, whose songs deal with events in Panama. One of their verses runs as follows:

"Panama, Panama, my loving Panama,
Breaking point of the Americas.
Sam, Sam, Uncle Sam,
He want to keep the Canal.
If its a question of sovereignty,
He won't recognize Panamanian nationality."

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NBC-New York, 1/18/61

2 - "The Americans" Premiere Credits

Production Supervisor: Sidney Van Keuren
Director of Photography: William Spencer
Art Directors: George Davis and McClure Capps.
Set Directors: Henry Grace and Hugh Hunt.

* * *

Filmed at M-G-M Studios and remote locations,
California.

A Production of The NBC Television Network

Sponsors (and Agencies): Block Drug Company (Sullivan,
Stauffer, Colwell & Bayles Inc.);
Dow Chemical Company (Norman, Craig
& Kummel Inc., and McManus, John &
Adams Inc.); Pan American Coffee
Bureau (Batten, Barton, Durstine &
Osborn Inc.); Pepsi Cola Company
(Batten, Barton, Durstine & Osborn
Inc.); Reader's Digest Services
Inc. (J. Walter Thompson Company);
Walt Disney Productions Inc. (no
agency).

NBC Press Representatives: Norm Frisch (Hollywood) and Charlie
Gregg (New York).

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NBC-New York, 1/18/61

BEN GRAUER AND WIFE TO TOUR FAR EAST FOR WORLD'S FAIR

Ben Grauer, veteran NBC special events reporter and commentator will leave Jan. 20 to add new terrain to his travels. He will make this trip on behalf of the New York 1964-1965 World's Fair, joining a committee headed for Southeast Asia, which will present formal invitations to participate in the Fair to government officials in the countries visited. First stop for the group is Indonesia, followed by Singapore, Malaya, Thailand, Cambodia, Viet Nam and Hong Kong.

Also joining the group is Grauer's wife, Melanie Kahane, famed interior designer, who was a member of the Selection Committee for the American Exhibit at the Brussels World's Fair in 1958.

The couple covered that Fair for NBC's "Monitor" and also traveled together on an NBC assignment in 1959 to Moscow, to cover the American exhibit there for their nightly NBC Radio broadcast called "Decorating Wavelengths." They will return Feb. 23 from the Far East.

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NBC-New York, 1/18/61

'NBC SPECIAL NEWS REPORT' COVERS RADAR TOWER COLLAPSE

The collapse of Texas Tower No. 4, believed to have taken the lives of 28 men, was covered in an "NBC Special News Report" Tuesday, Jan. 17, on the NBC-TV Network (11:15-11:30 p.m. EST). The program presented exclusive films of the effort to rescue men trapped in the Air Force radar station when it sank 70 miles south of Long Island Sunday night. The films were taken from a tug leased by NBC News and flown to New York for the broadcast.

NBC News correspondent Frank McGee was narrator of the special program, which included background material on the disaster and a radio-telephone report of the rescue attempt from NBC News correspondent Joseph Michaels, who was aboard the tug. Peter Hackes, Defense Department correspondent for NBC News, described the lines of inquiry that an Air Force investigation is expected to follow.

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NBC-New York, 1/18/61

NBC TRADE NEWS^{a-x-H}

January 19, 1961

THREE MAJOR SPECIALS TO BE FULLY SPONSORED BY PROCTER & GAMBLE

ON NBC TELEVISION NETWORK IN FIRST FIVE MONTHS OF 1961

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'Square World of Jack Paar,' 'How Tall Is a Giant?' (Repeat)

And Annual Presentation of Emmy Awards Are Purchased

Three major special programs will be fully sponsored by the Procter & Gamble Company on NBC-TV in the first five months of 1961 -- "The Square World of Jack Paar," a repeat presentation of "How Tall Is a Giant?" and the annual presentation of TV's Emmy Awards.

"The Square World of Jack Paar" will be presented on Tuesday, Jan. 31 (10-11 p.m. EST) with Paar as host and featuring sequences filmed on his various trips abroad. Hans Conried and Cliff Arquette (Charley Weaver), along with members of Paar's family, will be seen on the program.

"How Tall Is a Giant?" (originally presented on NBC-TV by Procter & Gamble last June 14) will be repeated Thursday, March 23 (7:30-8:30 p.m. EST). Tennessee Ernie Ford is host in the poignant and dramatic presentation that tells how 14 impoverished Mexican boys gave the United States a lesson in baseball and courage, and won the Little League World Series in 1957.

The annual presentation of television's Emmy Awards on NBC-TV in the Spring will feature many of the industry's best-known personalities.

All three purchases were placed by Benton & Bowles Inc.

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NBC TELEVISION NETWORK NEWS

January 19, 1961

SENATOR PROXMIRE COMMENDS NBC FOR PRESENTING PROGRAMS OF SUCH
UNIQUE NATIONAL IMPORTANCE AS 'NBC WHITE PAPER' SERIES;
'U-2 AFFAIR' SCRIPT PRINTED IN CONGRESSIONAL RECORD

Senator William Proxmire (D.-Wis.) has commended the National Broadcasting Company "for its successful efforts to originate and present programs of such unique national importance as the 'NBC White Paper' series." He obtained the unanimous consent of the U. S. Senate to have the entire script of "The U-2 Affair," the first program in this series, printed in the Congressional Record.

In two separate addresses before the Senate on Jan. 17, Senator Proxmire praised the "NBC White Paper" series generally and "The U-2 Affair" specifically. He said the NBC News Department, in organizing these programs, "has made painstaking efforts to research, analyze and collate the actual facts surrounding such unusual events as the U-2 affair and the sit-in strikes which affect the lives of every citizen in our community."

This series, he said, was prepared "not only to capture and hold the interest of the vast television audience from coast to coast, but more importantly to stimulate and activate public awareness and to create in the public consciousness toward the safeguarding of the American way of life.

"In view of the growing necessity for our people to understand fully these responsibilities as citizens both at home and abroad in the challenging crises of our times, the National Broadcasting

(more)

Company through its 'White Paper' series has fulfilled its true role as a communications medium. . ."

Senator Proxmire said the central problem of a democracy is "how to hammer into the minds and hearts of American citizens the significance of immensely important historical developments. . .". Noting that "this great democracy can move little faster than public opinion permits it to move," he said that "it is no exaggeration to say that our future as a nation depends on our ability to reach the American citizen's understanding, to hold his attention, to touch his heart. How brilliantly television can do this was demonstrated by the recent NBC Television White Paper entitled 'The U-2 Affair.'"

Calling this program "a re-creation of the high drama of this extraordinary episode" and "a careful discussion of our government's actions during the course of the crisis," he said it makes available to future historians "an excellent summary of what really happened. . .".

"But the great point of television," he said, "is that it literally can change history. And programs of this kind can do exactly this. History can be changed because our American public opinion can be informed and thereby transformed into an instrument of national wisdom in the future. . .".

In addressing the Senate on Jan. 9, Senator Proxmire singled out 10 NBC News and public affairs programs as part of "the broad panorama of fine programs that have been offered in recent months." He included "The U-2 Affair" and "Sit-In," also in the "NBC White Paper" series, among these.

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NBC-New York, 1/19/61

January 19, 1961

SID CAESAR TO BE GUEST STAR ON '25 YEARS OF LIFE'

Sid Caesar, master mimic and satirist, will be a guest star on "25 Years of Life," a special program to be presented on the NBC-TV Network Thursday, March 2 (9:30-11 p.m. EST). As previously announced, Bob Hope will star as host.

During the 90-minute show Caesar, and a supporting cast to be announced, will be spotlighted in a segment satirizing American life over the past 25 years. In addition to entertainment highlights, the program will review the major role Life magazine has had in reporting the various aspects of life in America and throughout the world during the past quarter-century. The special show, to be produced by Robert Bendick, will be based on the broad achievements of Life in the fields of editorial and photographic journalism.

Caesar, who currently limits his activities to occasional TV performances, scored immediately in the medium with his NBC debut in 1949. During his eight years with the network he emerged as an outstanding creative talent -- not only as a performing star, but as head of his own production unit. He created the formats for his programs and also participated in production, writing, direction and music.

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NBC COLOR TELEVISION NEWS



January 19, 1961

TYPE CASTING (IN BANNER-LINE TYPE) PUTS NBC NEWSMAN ROY NEAL
IN COMMENTATOR'S SPOT FOR GRANDE PARADE OF ST. PAUL CARNIVAL

Selection of Roy Neal, of NBC News Los Angeles, as commentator for the color broadcast of the Grande Parade of the St. Paul Winter Carnival was actually type casting. The popular West Coast newscaster-producer will be seen and heard in the one-hour special Saturday, Jan. 28 on the NBC-TV Network (3:30-4:30 p.m. EST). Neal has been commentator for NBC-TV coverage of the famous Tournament of Roses Parade in Pasadena for the past eight years.

Neal is one of the frequent news reporters from the West Coast for the network's "Dave Garroway Today Show" and has been prominent in NBC's stepped-up news operations. He is heard on NBC Radio's "Monitor" and "News-on-the-Hour," as well as Huntley-Brinkley TV programs, and other top news and special events coverage.

In addition to his activities as a newscaster and commentator, Neal is a producer, having been responsible for some of the "Wide Wide World" segments, as well as programs from Cape Canaveral.

-----O-----

CAST, CREDITS AND SYNOPSIS FOR BEETHOVEN'S "FIDELIO,"
SUNDAY, FEB. 5--NBC-TV NETWORK, COLOR BROADCAST (3-5 P.M. EST)

CAST

Leonora.....Irene Jordan, soprano
Florestan.....John Alexander, tenor
Rocco.....Chester Watson, bass-baritone
Don Pizarro.....Lee Cass, bass
Marcellina.....Judith Raskin, soprano
Jaquino.....Fred Cushman, tenor
Don Fernando.....Kenneth Smith, bass
Conductor.....Peter Herman Adler

CREDITS

Producer:	Samuel Chotzinoff
Music and Artistic Director:	Peter Herman Adler
Director:	Kirk Browning
Settings:	Trew Hocker
Costumes:	Lewis Brown
English version by	Joseph Machlis
Audio director:	David Sarser
Assistant conductor:	Fredric Popper
NBC Press Representative:	Leonard Meyers, New York

SYNOPSIS

Act 1 -- The scene is the courtyard of a Spanish prison.

Jaquino is ready to marry Marcellina, but she now loves the new assistant, Fidelio (who is really Leonore in disguise as a man). Leonore is trying to find her husband Florestan, who is imprisoned there. Rocco is the chief jailer and father of Marcellina. Don Pizarro, governor of the prison, receives notice of an inspection visit by Don Fernando,
(more)

CAST

Leonard...
Hector...
Rosa...
Don Esteban...
Marta...
Don Esteban...
Don Esteban...
Don Esteban...

SCENES

Scene 1: Leonard...
Scene 2: Leonard...
Scene 3: Leonard...
Scene 4: Leonard...
Scene 5: Leonard...
Scene 6: Leonard...
Scene 7: Leonard...
Scene 8: Leonard...

ACT I

Act I -- The scene is the entrance of a Spanish prison.
Leonard is ready to marry...
Marta (who is really Leonard in disguise as a man)...
Don Esteban and father of Marta...
the prison, revealing nothing of his...
visit by Don Esteban...

2 - Cast, Credits and Synopsis for 'Fidelio'

a minister of the King. Since he has Florestan in prison illegally, he determines to kill him before the minister arrives. Rocco allows the prisoners to come out for air, and Leonore searches among them to find her husband -- but he is not among them.

Act 2 -- Florestan, in his dungeon, despairs of getting out. He is weak with hunger. Leonore and Rocco come in to dig the grave on Pizarro's orders. Pizarro is about to stab Florestan when Leonore throws herself in between them. The trumpets of the arriving minister are heard, and Leonore holds Don Pizarro at bay at the point of a gun. The minister frees Florestan, Pizarro is arrested, and all sing praise of Leonore.

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NBC-New York, 1/19/61

INSPIRED EXTEMPORANEOUS REMARKS OF BARBARA STANWYCK
(INCLUDED IN HER JAN. 30 TV DRAMA) ARE PRAISED AND
READ INTO CONGRESSIONAL RECORD BY REP. WALTER

Excerpts of an ad-lib speech by Barbara Stanwyck, filmed for her weekly show on the NBC-TV Network, were read into the congressional record Jan. 16 by Francis E. Walter (D.-Pa.), Chairman of the House Committee on UN-American Activities.

In an incident he referred to as "encouraging, heart-warming and inspiring," Rep. Walter spoke of a scene from "The Barbara Stanwyck Show" in which she defended the U. S. against threats of an agent of Red China. While filming the scene, Miss Stanwyck became emotional in what she was saying. Midway she departed from script and, with tears in her eyes, ad-libbed the remainder in a manner of defiance.

"These are the words of an American patriot speaking from her heart," Walter said, "not those of an actress reading rehearsed lines."

As Josephine Little, an American adventuress in Hong Kong, Miss Stanwyck delivered the speech during the episode titled "Dragon By the Tail," to be presented on the NBC-TV Network Monday, Jan. 30 (10 p.m. EST).

"We have too little of this side of the entertainment industry," Rep. Walter said. "Too little of the Barbara Stanwycks. So little, we sometimes forget how many of them there are."

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NBC-New York, 1/19/61

CAST AND CREDITS FOR 'TIME REMEMBERED' ON 'HALLMARK HALL OF FAME'
IN COLOR ON NBC-TV NETWORK TUESDAY, FEB. 7 (7:30-9 P.M. EST)

Christopher Plummer

Edith Evans

Janet Munro

in

Jean Anouilh's

"Time Remembered"

A Romantic Comedy

Also Starring

Barry Jones

Paul Hartman

Adapted for Television

by

Theodore Apstein

from

The English Version

by

Patricia Moyes

Produced and Directed by George Schaefer

Associate Producer:

Robert Hartung

Scenery by

Warren Clymer

Costumes by

Noel Taylor

Unit Manager:

Frank Evanella

Technical Director:

Robert Long

Lighting Director:

William Knight

Associate Director:

Adrienne Luraschi

(more)

CAST AND CREDITS FOR "THE REMEMBERED" ON "HALLMARK HALL OF FAME"
IN COLOR ON NBC-TV NETWORK TUESDAY, FEB. 7 (7:30-9 P.M. EST)

Christopher Reeve

John Huston

as

John Huston's

"The Remembered"

A Romantic Comedy

Also Starring

Barry Jones

Paul Hader

Adapted for Television

by

Frederic Brown

from

the English version

by

Patricia Hayes

Guest and Directed by George C. Scott

Associate Producer:

Robert L. Brown

Executive CV

Warren Gifford

Costume by

Wesley Taylor

Unit Manager:

Frank Brantley

Technical Director:

Robert Long

Lighting Director:

William Knight

Associate Director:

William Knight

(more)

2 - Credits for 'Time Remembered'

Makeup by Bob O'Bradovich
Program Assistant: Pat Reuben
Music Consultant: Phebe Haas
Graphic Arts: Walter Hyde
Stage Managers: Frank Caden and Norman Hall

* * *

Sponsor: Hallmark Cards, Inc.
Agency: Foote, Cone and Belding
Origination: NBC Color Studios, Brooklyn,
N. Y., on color tape
NBC Press Representative: Charlie Gregg, New York

* * *

THE CAST

Prince Albert.....Christopher Plummer
Duchess of Pont-au-Bronc.....Edith Evans
Amanda.....Janet Munro
Lord Hector.....Barry Jones
The Landlord.....Paul Hartman
Ferdinand.....Sig Arno
The Butler.....Rex O'Malley
Madame Rensada.....Sibyl Bowan
Taxi Driver.....George Ebeling
Ice Cream Man.....Iggie Wolfington
Woman (in Green Hat).....Gerry Fleming

-----O-----

NBC-New York, 1/19/61

Known by: The O'Hara family
 Program Assistant: The O'Hara family
 Music Consultant: The O'Hara family
 Graphic Arts: The O'Hara family
 Studio Manager: The O'Hara family
 * * *

Sponsor: The O'Hara family
 Agency: The O'Hara family
 Original: The O'Hara family
 NYC Press Representative: The O'Hara family
 * * *

THE CAST

Prince Albert.....The O'Hara family
 Duchess of Kent-Bell-Stone.....The O'Hara family
 Amanda.....The O'Hara family
 Lord Robert.....The O'Hara family
 The Landlord.....The O'Hara family
 Ferdinand.....The O'Hara family
 The Butler.....The O'Hara family
 Madame de M.....The O'Hara family
 Lady Bell.....The O'Hara family
 Lord Robert.....The O'Hara family
 Lord Robert.....The O'Hara family

January 19, 1961

PRESIDENT-ELECT KENNEDY LIKES 'EASY CLOTHES'

- - -

So Says His Tailor on 'Dave Garroway Today Show'

A man who should know said this morning (Thursday, Jan. 19) on NBC-TV's "The Dave Garroway Today Show" that President-elect Kennedy doesn't care for "Beatnik or Ivy League clothes."

Samuel Harris of New York, Mr. Kennedy's tailor and clothes stylist, said the President-elect "likes well-fitting, conservative clothes, befitting his position."

"He likes easy clothes," Harris said. "He is a very fast moving man and he doesn't like to be bound. He is not the gray flannel type. He wears dark clothes -- blue or charcoal gray."

Harris said he doesn't have to pad the shoulders of Mr. Kennedy's suits. "The President-elect has very square and high shoulders," he explained.

Although Mrs. Kennedy often accompanies her husband when he buys clothes, Mr. Kennedy chooses his own suits, he said. Harris said his firm has been serving the Kennedy family for the past 10 or 12 years. Asked what the President-elect pays for a suit, Harris replied:

"You'll have to ask Pierre Salinger" (Mr. Kennedy's news secretary).

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NBC TELEVISION NETWORK NEWS-H

January 20, 1961

'BOB HOPE BUICK SPORTS AWARD SHOW' ON NBC-TV FEB. 15
WILL HONOR TOP U.S. ATHLETES (BOTH PRO AND AMATEUR)

Bob Hope will honor topflight American athletes of 1960 -- both professional and amateur from every major sporting field -- in a special "Bob Hope Buick Sports Award Show" Wednesday, Feb. 15 on the NBC-TV Network (10-11 p.m. EST).

Hope, an avid sports enthusiast, will depart from his usual comedy-and-music format to emcee an award ceremony that will mark the performer's sixth TV special of the 1960-61 season.

Top TV and motion picture personalities (to be announced) from each winner's home state will serve as presenters. They will award handsome gold statuettes to outstanding athletes in the following categories: baseball (American and National Leagues), basketball (college and professional), boxing, football (college and professional), golf (professional), tennis (Amateur and professional) and track.

Winners are currently being selected by sports editors who are cooperating in a national poll headed by a committee of judges composed of Braven Dyer, Los Angeles Times, chairman; George T. Davis, Los Angeles Herald-Express; Mel Durslag, Los Angeles Examiner; Sid Ziff, Los Angeles Mirror, and Paul Zimmerman, Los Angeles Times. Sports editors throughout the country were asked to enter three names in each category in the order of their preference.

(more)

"I've always liked to rub elbows with sports figures," Hope declared. "They've always been heroes to me."

Hope, himself a top golfer with his own one-hole golf course in the rear of his North Hollywood home, counts Cary Middlecoff, Jimmy Demaret and Sam Snead among his closest friends. As a youth he was also interested in boxing and fought under the name of Packy East ("I had a short career. I fainted on the way to the ring.")

Bob has been part owner of the Los Angeles Rams ever since they came to California. ("I'm not picking on the Rams -- they taught me a lesson my wallet will never forget. We'll do better next year -- we're going to put a handle on the ball.") He is also a stockholder in the Cleveland Indians.

Although this is the first show of its type, Hope has utilized top athletes during the past decade on his radio and TV shows. They have included: Jack Dempsey, Dizzy Dean, Ben Hogan, Rocky Marciano, Duke Snider, Willie Mays, Mickey Mantle, Nancy Chafee, Bob Feller, Don Larson, Charlie Patton, Fred Haney, Leo Durocher, Lou Boudreau, Ralph Kiner, Jon Arnett and many others.

The gold statuettes were specially designed by noted Los Angeles sculptress Maxine Kim.

The first half of the "Bob Hope Buick Sports Award Show" pre-empts, for this date only, the "Peter Loves Mary" program (10 to 10:30 p.m. EST).

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NBC-New York, 1/20/61

NBC-TV NETWORK PROGRAM

'SATURDAY PROM,' IN FIRST ORIGINATION OUTSIDE OF N.Y.,
WILL COME FROM ST. PAUL (IN CONNECTION WITH CARNIVAL)

In the series' first origination outside of New York, NBC-TV's teen-age dancing party, "Saturday Prom" (Saturdays, 5:30 p.m. EST), will originate from the grand ballroom of the Lowry Hotel in St. Paul, Minn., on Jan. 28. Host Merv Griffin will greet guest stars Jo Ann Campbell, Freddie Cannon and the new singing discovery, 18-year-old Buzz Clifford, to the dancing festivities in connection with the St. Paul Winter Carnival. The TV broadcast usually comes from NBC studios in Manhattan or Brooklyn.

Freddie Cannon will sing "Muskrat Ramble" as one of his selections and Buzz Clifford will sing "Baby Sitting Boogie." Further program details will be announced later.

The dancing audience for "Saturday Prom" will be made up of youngsters from the St. Paul area. Music for dancing will be provided by Buddy Morrow and his Orchestra.

NBC-New York, 1/20/61

NBC TELEVISION NETWORK NEWS

January 20, 1961

FIRST LIVE TV COVERAGE OF KENNEDY ON INAUGURATION MORNING
IS PRESENTED ON 'DAVE GARROWAY TODAY SHOW'
Program Devotes Entire 2 Hours to Inauguration Preview

The first live television coverage of President-elect Kennedy on Inauguration morning was presented on NBC-TV's "The Dave Garroway Today Show" today (Friday, Jan. 20) at 8:55 a.m. EST.

NBC television cameras picked up Mr. Kennedy leaving his home in the Georgetown section of Washington to attend mass at Holy Trinity Church. The cameras followed his auto as it approached the church and showed him getting out of the car and entering the church.

"Our cameras have been waiting for that shot," Dave Garroway commented as the President-elect's departure from his home appeared on TV screens across the nation.

The entire two-hour "Today" program (7-9 a.m. EST) was devoted to the Inauguration, leading off the extensive NBC-TV Network coverage of this important national event. Garroway, accompanied by his son, Michael, 12, and his daughter, Paris, 16, took viewers on a tour of the principal places of interest in the Inauguration Day activities.

The program opened in front of the Kennedy home, where a neighbor, Mrs. Helen Montgomery, chatted with Garroway and his children and served them coffee. Garroway also talked there with Pat McMahon, whom Mr. Kennedy had rescued after their PT-boat was sunk in World War II.

(more)

A filmed segment showing highlights of President-elect Kennedy's life and career featured interviews with Mr. Kennedy's wife and other persons. Mrs. Kennedy told "Today" special projects editor Paul Cunningham that her husband was "very agreeable and easy-going" at home.

At the reviewing stand for the Inaugural parade in front of the White House, Garroway spoke about the administration of President Eisenhower. "We bless him for his services to each of us and we wish him well," Garroway concluded.

Four leaders of Congress then were interviewed in the Capitol Rotunda by Garroway and "Today" reporter Martin Agronsky. They were Speaker of the House Sam Rayburn (D.-Tex.), Senate majority leader Mike Mansfield (D.-Mont.), Senate minority leader Everett M. Dirksen (R.-Ill.), and Rep. Charles A. Halleck (R.-Ind.), minority leader of the House of Representatives.

Senator Mansfield noted that President Kennedy "has a dangerous decade ahead of him." Speaker Rayburn praised Mr. Kennedy for his great ability, high integrity and abundant energy. Asked what advice he would give to a new President of either political party, Senator Dirksen said: "Don't cash in your ideals. Don't follow the expedient or opportunistic course." Rep. Halleck said that although there will be some differences of opinion and probably some clashes between President Kennedy and Congress, "there'll be no blind obstruction." He and the others expressed confidence that the President and Congress will work together in the best interests of the American people.

After a history of past Inaugurations, including the first films of this event -- the coverage of President McKinley's Inauguration

(more)

CAST AND CREDITS

Repeat of 'Abraham Lincoln: the Early Years' on 'Omnibus'

Title: "Abraham Lincoln: the Early Years"

Series: "Omnibus"

Date: NBC-TV Network Sunday, Feb. 5 (5 to 6 p.m. EST).

Program: A story of the early years of Abraham Lincoln -- filmed in Illinois, Kentucky and Indiana. This is a one-hour version of the original five-part series shown on "Omnibus" in 1952. It was prepared as a one-hour program for showing in 1955, '58 and '59. This current repeat version is lightly re-edited.

Cast: Abraham Lincoln.....Royal Dano

Ann Rutledge.....Joanne Woodward

Tom Lincoln.....Crahan Denton

Nancy Hanks Lincoln.....Marian Seldes

Jack Armstrong.....Jack Warden

Gardner.....Richard Purdy

Mary Todd Lincoln.....Joanna Roos

Sally Bush Lincoln.....Blanche Cholet

Abraham.....Otis Reed, Jr.

Sarah.....Alice Brewer

The Teacher.....George Mitchell

Bowling Green.....Henry Mehaffey

Jack Kelso.....James Agee

(more)

1945

• 2000-2001

2 - 'Abraham Lincoln: the Early Years'

Cast: (Cont'd) James Rutledge.....John Liggett
 Mentor Graham.....Roymond Roseberry
 Jake Cameron.....James Broderick
 Josiah Crawford.....Joe A. Driskill
 Hannah Armstrong.....Bettie Armstrong
 The Midwife.....Doris Rich

* * *

Producer: Robert Saudek Associates
Director: Norman Lloyd
Supervisor: Richard de Rochemont
Narrator: Martin Gabel
Host: Alistair Cooke
Art Director: Henry May
Writer: James Agee
Sponsor: Aluminium Limited
Agency: J. Walter Thompson

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NBC-New York, 1/20/61

NBC TRADE NEWS^{8xH}

January 23, 1961

'MEET THE PRESS' CO-OP SALES REVENUE
INCREASED 300% IN 1960

Co-op sales revenue from "Meet the Press" increased more than 300 per cent during 1960, it was announced today by NBC Television Network Co-op Sales.

The number of stations selling "Meet the Press" rose to 53, an all-time high and more than double the total at the start of 1960. In addition, the station lineup for the program reached 118, also a record total.

Of the local advertisers represented on "Meet the Press" during 1960, banks and insurance companies were the most frequent sponsors. Other advertiser categories on the program included automobiles, airlines, railroads and many consumer products.

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NBC TELEVISION NETWORK NEWS

January 23, 1961

13TH ANNUAL 'EMMY AWARDS' SHOW SCHEDULED
FOR TUESDAY, MAY 16, ON NBC-TV NETWORK

The 13th annual "Emmy Awards" show will be presented on the NBC-TV Network Tuesday, May 16 from 10 to 11:30 p.m. EST, it was announced today by David Levy, Vice President, Talent and Programs, for the network.

The presentation ceremonies and accompanying entertainment will be sponsored on the network by Procter & Gamble Company, through Benton & Bowles Inc. This will mark the seventh consecutive year that the "Emmy Awards" broadcast has been carried on the NBC-TV Network. Emmys for the 1960-61 season, in 24 different categories, voted by the members of the television industry to its own performing and technical luminaries, will be presented in West and East Coast originations.

A "Miss Cinderemmy" will be selected to assist with the presentations on both coasts. The Western "Cinderemmy" will be chosen at a Valentine's Day Ball in Los Angeles Feb. 14 from five attractive secretaries who work in the television industry on the West Coast. Plans for selection of the East Coast "Cinderemmy" will be announced later.

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NBC TELEVISION NETWORK NEWS

January 23, 1961

NBC'S "PROJECT 20" TO PRODUCE STORY OF KOREAN WAR
IN TERMS OF HUMAN DRAMA THROUGH FACT-FILM,
NARRATION AND DRAMA FOR NEXT SEASON

A full-hour "Project 20" treatment of the Korean War -- sometimes called the "Peculiar War" and probably the most unpopular war in America's history -- will be produced for presentation by the NBC-TV Network next season, David Levy, Vice President, Programs and Talent, announced today.

Donald B. Hyatt, NBC Director of Special Projects and producer-director of "Project 20," will produce and direct the new program, tentatively titled "The Korean War."

In its treatment, "Project 20" will aim at a re-creation of war in terms of human drama, through fact-film and narration and music, -- a goal brilliantly achieved in its earlier "Victory at Sea" and "The Great War" (1914-1919). It will be made by the team responsible for the unit's earlier successes. In addition to Hyatt, there will be Richard Hanser, scriptwriter; Robert Russell Bennett, composer and conductor of an original orchestral score; Daniel Jones, head of film research; and Silvio D'Alisera, film editor.

"The Korean War has a significance and impact all its own," Hyatt said. "It was the first major war fought in the atomic era, the first war fought under the flag of the United Nations, and it brought into undeclared collision Red China and the United States."

(more)

He said the program will portray the early rout of the defending forces, the Inchon landings, the entry of masses of Chinese "volunteers," General MacArthur's quarrel with President Truman and the historic controversy over his dismissal, the old weapons and the new, the truce sessions at Kaesong, the brainwashing of Americans, the ultimate truce and, in the middle of it all, the bewildered South Korean people struggling to survive and forming a living backdrop against which foreign issues were contested by foreign armies.

"It was bitterly costly and its resolution far from satisfactory," Hyatt said. "In one hour, we hope to capture the essential drama of the single overt clash of the two ideologies which are still contending for the domination of the world."

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NBC-New York, 1/23/61

January 23, 1961

NBC-TV NETWORK LEADS IN INAUGURATION COVERAGE
WITH MOST COMPREHENSIVE PROGRAMMING
AND MAJOR SHARE OF AUDIENCE
NBC Radio Network Devotes $6\frac{1}{2}$ Hours to Inaugural Events

The NBC Television Network provided the most comprehensive programming and attracted the major share of the audience in 10 hours of special coverage reporting the Inauguration of President John F. Kennedy on Jan. 20.

The NBC-TV coverage included the entire two hours of "The Dave Garroway Today Show," six hours and 45 minutes of the oath-taking ceremonies and the Inaugural parade, and one hour and 15 minutes of the Inaugural Ball.

NBC captured more than half the total viewing audience during the 11 a.m.-3 p.m. period when all three networks were carrying Inauguration activities. NBC's coverage reached 28,000,000 homes, the largest number ever to tune into a single event on one network. This tops the previous audience record set by NBC's Election Night coverage, which reached more than 27,700,000 homes.

The programming marked the first time that the pageantry of the Inaugural parade was televised in color. NBC switched to color at 3 p.m. EST when the President entered the reviewing stand, and continued the color broadcast until conclusion of the parade coverage at 5:30 p.m. EST.

(more)

2 - Inauguration Coverage

Chet Huntley and David Brinkley covered the major Inauguration events from two locations -- a TV booth overlooking the Inaugural platform at the Capitol, and a color booth facing the President's reviewing stand at the White House. They moved from their Capitol location to the White House while the network was covering the Inaugural luncheon.

The coverage was provided by a staff of 200 using 39 cameras. It was supervised by William R. McAndrew, Executive Vice President, NBC News and Julian Goodman, Vice President, News and Public Affairs, Elmer W. Lower was executive producer, Lou Hazam producer and Charles O. Jones director.

The first live TV coverage of Mr. Kennedy on Inauguration morning was presented on "Today" (7-9 a.m. EST). The program showed the President-elect when he went to Holy Trinity Church for mass. In other segments, "Today" toured the principal locations of Inaugural events and interviewed Congressional leaders.

At 10:45 a.m. EST, 15 minutes ahead of schedule, NBC News went on the air to show Mr. Kennedy leaving his Georgetown home earlier than expected. The network then followed him to the White House, where he was joined by President Eisenhower; to the Capitol, where he was sworn in and made his Inaugural address; to the Inaugural luncheon and to the White House reviewing stand. The President and Mrs. Kennedy also were seen in a special program which covered the Inaugural Ball at the National Guard Armory (11:15 p.m.-12:30 a.m. EST).

(more)

3 - Inauguration Coverage

NBC Radio Network devoted six hours and 30 minutes of programming to Inaugural events. This coverage included six hours of programming starting at 11 a.m. EST and a half-hour special at 11:30 p.m. EST. The network also presented special reports of the activities on "Monitor." The radio coverage featured Morgan Beatty and Robert McCormick as anchormen and was produced by Russ Tornabene.

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NBC-New York, 1/23/61

CAST AND CREDITS FOR 'A STRING OF BEADS'--
'STORY OF LOVE' COLOR BROADCAST ON NBC-TV

Program: W. Somerset Maugham's "A String of Beads"
-- a "Story of Love" color broadcast
Time: NBC-TV Network color presentation,
Tuesday, Feb. 7, 10 to 11 p.m. EST.
Stars: Jane Fonda, George Grizzard, Glenda
Farrell, Chester Morris
Cast: Louisa Horton, Roland Winters, Dino de
Luca
Hostess: Janet Blair
Producer: Leonard "Buzz" Blair
Director: Fielder Cook
Associate Producer: Therese Lewis
Adapted for television by Steven Gethers
Music composed and
conducted by Vladimir Selinsky
Settings: Don Shirley
Costumes: Noel Taylor
Gowns and jewels furnished
by Henri Bendel
Sponsor: Stephen F. Whitman & Son Inc.
Agency: N. W. Ayer & Son Inc.
NBC Press Contact: Betty Lanigan (New York)

* * *
(more)

CAST AND WRITING FOR 'A STORY OF LOVE'
REPORT OF LARRY G. LEE, DIRECTOR OF THE
- 1955 -

W. Somerset Maugham's 'A Story of Love'

-- a "Story of Love" major production

and TV network and for production

Thursday, Feb. 17, 1955, 8:30 p.m.

John Ford, George C. Scott, Oliver

Reilly, Charles Foy

James Stewart, Richard Widmark, John

Lee

John Ford

George C. Scott

Oliver Reilly

Charles Foy

James Stewart

Richard Widmark

John Ford

George C. Scott

Oliver Reilly

Charles Foy

James Stewart

Richard Widmark

2 - Cast and Credits for 'A String of Beads'

THE CAST

Gloria Winters.....Jane Fonda
Joe Richmond.....George Grizzard
Sally Winters.....Glenda Farrell
Walter Harmon.....Chester Morris
Ruth Harmon.....Louisa Horton
Mr. Carrere.....Roland Winters
Canio Serretta.....Dino de Luca

* * *

STORYLINE

Secretary Gloria Winters' happy life with her mother, Sally, and fiance, Joey Richmond, is jeopardized when, by mistake, a \$60,000 strand of pearls is delivered to her by the jeweler Carrere. Mesmerized by the sensation of being the center of newspaper attention, the hitherto sensible girl refuses to return the jewels, despite the shocked disapproval of her mother, fiance, and her employers, Ruth and Walter Harmon. Though her position is legally correct, Gloria's unethical decision leads to several unpleasant consequences which teach her several badly needed lessons about the values of life.

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NBC-New York, 1/23/61

OM THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

2-X-H

January 24, 1961

NBC NEWS RECEIVES RADIO MESSAGE FROM LEADER
OF REBEL CREW ON PORTUGUESE CRUISE SHIP

NBC News today received a radio message from the leader of a group that seized control of the Portuguese cruise ship Santa Maria.

The leader of the rebel crew, Henrique Malta Galvao, said in the message that all the ship's passengers were safe. He said that he would put in at the first port to make assurances that the ship would not be seized.

Galvao's message was reported on news programs of the NBC Television and Radio Networks beginning at 10 a.m. EST. It was scheduled to be used on a special half-hour program, "Piracy in the Caribbean," (NBC-TV Network, 10 p.m. EST), another in the series sponsored by Gulf Oil Corporation.

The radiogram was addressed to the National Broadcasting Company in reply to a radio message sent to the ship by Leonard Allen, NBC's Manager of Foreign News. The reply was picked up by RCA Radio Marine.

Galvao said that the seizure of the Santa Maria was the first step in a movement to overthrow the Salazar Government of Portugal. He said the action was taken "in the name of the international junta of liberals presided over by General Humberto DelGado, President-elect of the Portuguese Republic, fraudulently deprived of his rights by the Salazar Government."

Galvao said that aboard the ship all was "as normal as an ordinary trip." He said that "passengers and crew ask that their families be informed that they are well -- and I add, well and free."

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FROM THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

LESTER GOTTLIEB APPOINTED DIRECTOR, SPECIAL PROGRAMS, NBC-TV

Lester Gottlieb has been appointed Director, Special Programs, NBC Television Network, it was announced today by David Levy, Vice President, Programs and Talent.

Mr. Gottlieb, whose appointment is effective Feb. 16, will assume the position now held by Richard Linkroum, who has requested a return to studio production.

"Lester Gottlieb brings to NBC a wealth of experience in production and program development," Mr. Levy said, "With more than 25 years background as a radio and television executive, he will be a most valuable addition to our top echelon programming staff."

Mr. Gottlieb has been a vice president of General Artists Corporation, with responsibility for supervision of "Perry Como's Kraft Music Hall." A native New Yorker, he attended New York University, and became the first radio editor of Newsweek in 1933. Two years later he joined the publicity department of radio station WOR in New York, and in 1936 was named Publicity Director of the Mutual Broadcasting System.

From 1944-1948 he was with Young & Rubicam, Inc., first as Publicity Director and later as an executive in Program Development. He also produced "We the People" for Young & Rubicam.

He joined the Columbia Broadcasting System in 1948 where he produced and created radio and television programs while serving for 11 years as Vice President, Programs, CBS Radio; Director, Daytime Television Programs; and Director, Program Development, CBS Television Network. He joined GAC in 1960.

Mr. Gottlieb lives with his wife and two daughters in N. Y. C.

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1/24/61

NBC TELEVISION NETWORK NEWS

January 24, 1961

BRITAIN'S BERTRAM MILLS CIRCUS WILL PERFORM
ON "THIRD TIMEX ALL STAR CIRCUS" WITH
JOE E. BROWN AS HOST MARCH 25

The Bertram Mills Circus from the Olympia (arena) in London will perform on the "Third Timex All Star Circus" Saturday, March 25 on the NBC-TV Network (7:30-8:30 p.m. EST), it was announced by David Levy, Vice President, Talent and Programs for the Network. Joe E. Brown will be host for the program, a function he performed for the first Timex circus broadcast last year on another network.

Equestrian acts, high wire and other daredevil feats, clowns, trained animals, chariot races and bicycle and unicycle acts will make up the hour of thrilling performances by the leading British circus. The Bertram Mills Circus, now in its 34th year, performs in London at the Olympia every year, and also under the tent in a tour of the British Isles each Spring.

The program was produced by Patrick Plevin with Lawrence White as executive producer. Robert Bleyer is director and Diana Morgan the writer. Timex Watches is the sponsor through W. B. Doner and Company, Inc.

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January 24, 1961

GILLETTE BUYS SPONSORSHIP IN 4 NBC-TV NETWORK SHOWS

The Gillette Safety Razor Company has purchased sponsorship in four shows on the NBC-TV Network -- "The Americans," "Laramie," "Outlaws" and "Michael Shayne," it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

"The Americans," new Civil War adventure series, premiered on NBC-TV Monday, Jan. 23 (7:30-8:30 p.m. EST). It stars Dick Davalos and Darryl Hickman and depicts the conflict in a family split by the outbreak of the Civil War.

"Laramie," one of NBC-TV's most popular series, stars John Smith and Robert Fuller. It is telecast Tuesdays (7:30 to 8:30 p.m. EST). "Outlaws" (Thursdays, 7:30-8:30 p.m. EST) and "Michael Shayne" (Fridays, 10-11 p.m. EST) premiered last Fall. Barton MacLane and Don Collier head the cast of "Outlaws." Richard Denning stars in "Michael Shayne."

All four purchases were placed for the Gillette Company by Maxon, Inc., its advertising agency.

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NBC TRADE NEWS

January 24, 1961

BASIC RECIPROCAL ARRANGEMENT IS ANNOUNCED BETWEEN ITALIAN-TV RADIO NETWORK (RAI) AND NBC

A basic reciprocal arrangement between the Italian TV and radio network (RAI) and the National Broadcasting Company was announced simultaneously today in New York and Rome.

This is a culmination of years of mutual cooperation between NBC and Italy's only radio and television broadcasting organization. The announcement was made by Dr. Marcello Rodino, President of RAI, and Alfred R. Stern, Chairman of the Board, NBC International Ltd.

At the same time, Messrs. Rodino and Stern announced that a committee had been formed of representatives of the two companies which will meet Feb. 13 in Rome to draw up plans to implement the basic arrangements. Attending for NBC International will be Gerald Adler, Director, European Operations, and Ulrich F. Caro, Administrator, International Facilities.

The new plan envisions assistance on the part of NBC International in the development of RAI's second network in the organizational and programming fields as well as in color television. For the new RAI network, NBC International will be ready to assist in such areas as the studio design, layout, facilities, planning and utilization of supporting services.

(more)

2 - Reciprocal Arrangement

RAI recently bought from NBC International "Mark Twain's America," the latest in a long series of "Project 20" programs presented to the Italian people; "The Loretta Young Show" "Danger Is My Business" and "Panic."

RAI currently operates one of the largest and most highly developed broadcasting organizations in the world. Under the terms of the new agreement, NBC International's experience in the expansion of television throughout the world will be utilized to develop new ideas and techniques to provide Italy with the finest television service available.

NBC International personnel will exchange periodic visits with RAI executives and, when deemed advantageous, specialists will be dispatched to Italy to work on specific projects. In addition, special studies of particular program areas may be undertaken by NBC International, which can draw on its broadcasting experiences throughout the world.

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NBC-New York, 1/24/61

CREDITS FOR 'THE SINGLE WOMAN'

Program: "The Single Woman"

Series: "Purex Special for Women" series

Time: NBC-TV Network color broadcast Thursday,
Feb. 9 (4-5 p.m. EST) -- part of
"Color Day U. S. A. on NBC-TV"

Star: Barbara Baxley

Reporter: Pauline Frederick

Cast: Michael Tolan, Patrick O'Neal and
Brett Somers

Executive Producer: Irving Gitlin

Producer and Writer: George Lefferts

Director: William A. Graham

Associate Producer: Phyllis Adams

Set Design: Don Swanagan

Music: George Kleinsinger

Costume Designer: Guy Kent

Research Supervisor: Doreen Chu

Origination: Ziegfeld Theater, New York

* * *

Sponsor: The Purex Corporation

Agency: Edward H. Weiss & Company

NBC Press Representatives: Betty Lanigan, New York; Kay Mulvihill,
Hollywood

* * *

(more)

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1951 年 7 月 20 日

CAST LIST

Elisabeth Greenway, played by Barbara Baxley
Michael Richman..... Michael Tolan
Paul Kingman..... Patrick O'Neal
Susie..... Brett Somers
Voice of the Psychologist.... Norman Rose

* * *

STORYLINE

Elisabeth Greenway, a single girl in her late twenties, once more has found an excuse for breaking her engagement, this time to sculptor Michael Richman. Realizing that she is rationalizing her refusal to change her single status, Elisabeth searches her heart for the reason. A cynical conversation with her unattractive girl-friend, Susie, who would marry almost anyone; an encounter with a philandering husband, one of the men in her past; and a talk with a psychologist reveal that Elisabeth, despite protestations to the contrary, does not want to marry. Her future will be based on her decision as to whether she can build a happy life for herself without a husband, or if she is one of the women who must marry to find a full life.

* * *

Barbara Baxley (Elisabeth Greenway) -- After making her Broadway debut with Tallulah Bankhead in "Private Lives," Barbara Baxley replaced Jean Arthur as "Peter Pan," was featured in "Frogs of Spring" and "The Flowering Peach," replaced Kim Stanley in "Bus Stop" and toured in the national company of "The Dark at the Top of the Stairs." She played in the films "East of Eden" and "The Savage Eye," and currently is starring on Broadway in Tennessee Williams' "Period of Adjustment." She has appeared in almost every major television dramatic series.

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NBC-New York, 1/24/61

NBC TELEVISION NETWORK NEWS ^{2-X-4}

January 25, 1961

GEN. MAXWELL D. TAYLOR AND THOMAS G. LANPHIER JR., DEFENSE EXPERTS,
TO DEBATE "OUR NUCLEAR ARSENAL" ISSUE ON "THE NATION'S FUTURE"

Two defense experts, retired General Maxwell D. Taylor and Thomas G. Lanphier Jr., will debate the subject, "Our Nuclear Arsenal -- How Much Is Enough?" on NBC-TV's "The Nation's Future" Saturday, Feb. 4 (9:30-10:30 p.m. EST). The program will originate in Washington, with John K. M. McCaffery as moderator.

General Taylor climaxed his military career as U. S. Army chief of staff from 1955 to 1959. He was chief of staff for American forces in Europe in 1949, commander of the American Military Government and Army forces in Berlin, 1949-51; commander of U. S. Army forces in the Far East in 1954, and U. S. and UN commander in the Far East in 1955. Since 1959 he has been board chairman and chief executive officer of the Mexican Light and Power Company. He is author of the recent book, "Uncertain Trumpet."

Lanphier was special assistant to the Secretary of the Air Force in 1949-50 and special assistant to the chairman of the National Security Resources Board in 1950-51. He was vice president and assistant to the president of the Convair Division of General Dynamics Corporation from 1951 to 1960. Upon resigning from that post, he voiced his criticism of the Eisenhower Administration's defense policy. He was elected president of Fairbanks Morse & Company.

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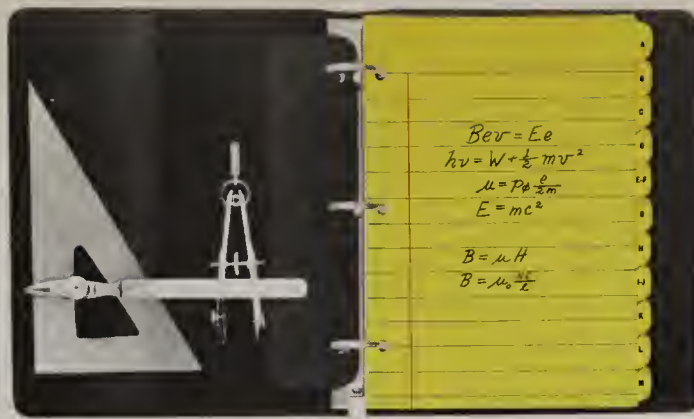
24 CATEGORIES ARE LISTED FOR 'EMMY AWARDS'

The 24 categories in which statuettes for television achievement will be presented during the 13th annual "Emmy Awards" show to be broadcast over the NBC-TV Network Tuesday, May 16 (10-11:30 p.m. NYT) were announced today by the National Academy of Television Arts and Sciences. The categories are:

- (1) Program of the Year.
- (2) Outstanding Program Achievement in the Field of Humor.
- (3) Outstanding Program Achievement in the Field of Drama.
- (4) Outstanding Program Achievement in the Field of Variety.
- (5) Outstanding Program Achievement in the Field of News.
- (6) Outstanding Program Achievement in the Field of Public Affairs and Education.
- (7) Outstanding Contribution in the Field of Music.
- (8) Most Constructive Achievement in the Field of Children's Programs.
- (9) Outstanding Single Performance by an Actor.
- (10) Outstanding Single Performance by an Actress.
- (11) Outstanding Performance by an Actor in a Series.
- (12) Outstanding Performance by an Actress in a Series.
- (13) Outstanding Performance in a Supporting Role by an Actor or Actress in a Single Program.
- (14) Outstanding Performance by an Actor or Actress in a Series.
- (15) Outstanding Performance in a Variety of Musical Program or Series.
- (16) Outstanding Writing Achievement in Drama.
- (17) Outstanding Writing Achievement in Comedy.
- (18) Outstanding Writing Achievement in Documentary.
- (19) Outstanding Directorial Achievement in Drama.
- (20) Outstanding Directorial Achievement in Comedy.
- (21) Outstanding Achievement in Art Direction and Scenic Design.
- (22) Outstanding Achievement in Television Cinematography.
- (23) Outstanding Achievement in Electronic Camera Work.
- (24) Outstanding Achievement in Television Film Editing.

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NBC-New York, 1/25/61



CONTINENTAL CLASSROOM

NBC TELEVISION NETWORK

6:00-7:00 AM MON.-FRI.

CREDITS FOR PROBABILITY AND STATISTICS, NEW 'CONTINENTAL CLASSROOM'

COLORCAST COURSE ON NBC-TV NETWORK STARTING JAN. 30

Program: Probability and Statistics, new "Continental Classroom" course in color.

Time: Mondays through Fridays 6:30 a.m. local time starting Monday, Jan. 30, and running through Friday, May 26.

Teacher: Dr. Frederick Mosteller, chairman of the Department of Statistics, Harvard University, will teach Mondays, Wednesdays and Fridays; Paul Clifford of Montclair (N.J.) State College will conduct a weekly "Session for Teachers" on Tuesdays and a weekly "Problem and Review Session" on Thursdays.

Produced by NBC in cooperation with Learning Resources Institute and the Conference Board of the Mathematical Sciences.

Academic Credit: Some 300 colleges and universities throughout the nation will offer credit to students who watch the course on TV and satisfy locally established examination standards.

Donors: Bell Telephone System, E. I. duPont deNemours & Co., The Ford Foundation, General Foods Fund, IBM Corporation, Radio Corporation of America, United Carbide Corporation, United States Steel.

Course Description: Probability and Statistics will include the following: counting problems, probability theory in finite sample spaces, random numbers and their uses, random variables, expectations, means, variances, binomial and normal distributions, random walk problems, point estimation, confidence limits, hypothesis testing, applications of Bayes' theorem, sums of independent random variables, law of large numbers, central limit theorem. Prerequisite: three years of high school mathematics including a second course in algebra.

Producer: Marvin Einhorn

National Coordinator: John J. Kelley

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NBC-New York, 1/25/61

FROM THE NATIONAL BROADCASTING COMPANY

City Rockefeller Plaza, New York 20, N. Y.

2-X-H

January 26, 1961

NBC IS NOW ONLY NETWORK WITH TWO CORRESPONDENTS

ASSIGNED FULL-TIME TO WHITE HOUSE

- - -

Sander Vanocur Joins Ray Scherer in 'Round-the-Clock Coverage

NBC became today the only network with two correspondents assigned full-time to the White House.

William R. McAndrew, Executive Vice President, NBC News, said that a second correspondent had been assigned to the White House in recognition of the increasing complexity of the President's role in national and foreign affairs. He said that the two NBC News correspondents would give the network virtually 'round-the-clock coverage of the President.

The second White House correspondent is Sander Vanocur, who has covered President Kennedy since the primary elections. He joins correspondent Ray Scherer, who covered the White House throughout the Eisenhower administration and will continue his assignment there during the Kennedy administration.

Both Scherer and Vanocur will cover the President for news programs of the NBC Television and Radio Networks. Each will broadcast a daily "News-on-the-Hour" report on NBC Radio -- Scherer at 11 a.m. EST and Vanocur at 5 p.m. EST. The timing of these broadcasts will permit the newsmen to report on the daily White House briefings held

(more)

2 - White House Coverage

each morning and afternoon. It will also permit them to report immediately on those Presidential news conferences which are expected to be held at 10 a.m. and 4 p.m. EST on specified dates.

Scherer, who will continue his "NBC News Day Report" (12:55-1 p.m. EST, Mondays through Fridays), has been covering the White House since 1952. He has accompanied the President during the conventions and campaigns of 1952 and 1956, at two Bermuda conferences, on three world tours and at the Paris summit conference.

Vanocur, a former reporter for the Manchester Guardian, is one of but three Americans who have served on the editorial staff of a daily newspaper in England. He moved over to NBC News from the New York Times. For the network, his assignments have included the Mikoyan and Khrushchev tours of the U. S., the desegregation story in Little Rock, Ark., and coverage of President Kennedy from his key primary contests through his Inauguration.

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NBC-New York, 1/26/61

NBC COLOR TELEVISION NEWS



January 26, 1961

TWO NBC COLOR SPECIALS OF 1959-60 SEASON--'MOON AND SIXPENCE'
AND 'VERY IMPORTANT PEOPLE'--WIN INTERNATIONAL TV AWARDS

Two of NBC-TV's top entries in the 1959-60 television season, "The Moon and Sixpence" and Art Carney's "Very Important People" were voted awards at the First International Television Festival at Monte Carlo this week. Sir Laurence Olivier was saluted by the jury for the "best single performance by an actor" and the Carney comedy revue was honored as the "best single entertainment program (non-dramatic) in the comedy, musical or variety form."

There were 60 entries in the final competition of the festival, including entries from England, Argentina, Germany, Canada, Japan, Luxembourg, France, Russia, Scotland, Mexico and Pakistan.

"The Moon and Sixpence" was a color broadcast special on NBC-TV Oct. 30, 1959. The "Very Important People" color special which starred Art Carney, Betty Garrett, Dick Van Dyke and Gloria Vanderbilt, was presented on NBC-TV Dec. 4, 1959.

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NBC COLOR TELEVISION NEWS



January 26, 1961

CASTRO FOE (ONCE FRIEND) SANTAMARINA
IS SUNDAY'S "MEET THE PRESS" GUEST

One of Fidel Castro's earliest and most important supporters, Sergia Rojas Santamarina, will be a guest on "Meet the Press" Sunday, Jan. 29 (NBC-TV Network color broadcast, 6 p.m. EST; NBC Radio Network, except WNBC -- as part of "Monitor" -- 6:30 p.m. EST; WNBC time, 6:35 p.m. EST).

Santamarina was named ambassador to London as the first diplomatic appointment made by Castro after his revolution's success. Santamarina served in the post for a year and a half before returning to Havana and breaking with the regime.

When Castro ordered his immediate arrest, Santamarina took asylum in the Argentine embassy in Cuba where he remained for 65 days. He was eventually given safe conduct out of the country and is now active in the movement to overthrow Castro and set up a democratic government in Cuba.

Members of the panel who will interview Santamarina are Marquis Childs of the St. Louis Post-Dispatch, Wilson Hall of NBC News, Stewart Hensley of UPI, and Lawrence E. Spivak, producer and permanent panelist. Ned Brooks will be moderator.

"Meet the Press," a public affairs presentation of NBC News, will be a live color broadcast Jan. 29 from the network's Washington, D. C., studios.

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HUNTLEY AND BRINKLEY CALLED 'MOST POPULAR NETWORK NEWS
COMMENTATORS IN FREE WORLD,' IN 'CORONET' ARTICLE

NBC News correspondents Chet Huntley and David Brinkley are described in a Coronet magazine article as "the most popular network news commentators in the free world . . . and also the most quoted."

The article, written by Hollis Alpert in the current issue of Coronet, describes the careers of Huntley and Brinkley both before and after they formed their news partnership and quotes each of the newsmen on his reaction to the other:

"Huntley on Brinkley: 'Dave has a knack for accurate, pithy statement. Combine that with the fact he is a serious, talented reporter, and it makes him a remarkably good' broadcaster.'"

"Brinkley on Huntley: 'Chet is an honest, dedicated man who means exactly what he says. His sincerity is complete. He and I share a high respect for the news business.'"

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NBC-New York, 1/26/61

CAST AND CREDITS FOR 'THE SQUARE WORLD OF JACK PAAR'

NBC-TV Network, Tuesday, Jan. 31, 10-11 p.m. EST.

Starring: Jack Paar

Format: Live one-man comedy show (completely ad lib),
with a monologue followed by Paar's humorous
accounts of his travels around the world,
illustrated by film clips of himself, Cliff
Arquette (Charley Weaver), Hans Conried, and
Miriam and Randy Paar.

Produced by Jack Paar

Co-Producer: Paul W. Keyes

Program Supervisor: Tom Cochran

Director: Kirk Alexander

Musical Director: Jose Melis

Scenic Designer: Chuck Rosen

Lighting: Howard Sharrott

Technical Director: Ray Barrett

Film Editors: Sig Morganstern and Lou Dicks

Unit Managers: John Carsey and Bert Fainberg

Sponsor and Agency: Procter and Gamble Company, through Benton and
Bowles Inc.

NBC Press Representative: Anne Morrissy (New York.)

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NBC-New York, 1/26/61

CAST AND CREDITS FOR THE LATEST WORLD OF JAZZ
 WEST-7, NEWARK, NEW JERSEY, JAN. 21, 1941, 8:15 P.M.

Notes:
 at:

Local News
 Also featured tonight will be (completely new)
 with a musical program by the local orchestra
 consisting of his special string and wood
 instruments for this night of music, with
 a variety of (musical instruments), such as guitar, and
 violin and piano.

used by

Local News
 Local W. News

Program:

and supervisor:

Tom Jackson
 First Assistant

also:

and Director:

John Bell

in Director:

John Bell

and:

John Bell

Local Director:

John Bell

Editors:

John Bell and John Bell

Director:

John Bell and John Bell

and Supervisor:

John Bell and John Bell

John Bell

From

John Bell (New York)

Director:

John Bell (New York)

CREDITS FOR 'SING ALONG WITH MITCH' COLOR BROADCASTS

Program: "Sing Along With Mitch"

Time: NBC-TV Network color broadcast,
alternate Fridays, 9-10 p.m. EST
(beginning Jan. 27)

Format: Familiar popular songs, sung by male
chorus in settings apropos to the
lyrics. Audience participation
invited by superimposition of lyrics
on the television screen.

Star: Mitch Miller -- conductor, host and
creator of show.

Guest Stars: Various

Choral Group: "Sing Along Gang" -- group of 25 male
singers.

Cast: Eight girl dancers and seven children

Producer-Director: Bill Hobin

Writer: Gordon Cotler

Choreography by: James Starbuck

Music Arranger and
Assistant Conductor: Jimmy Carroll

Costumes by: Sal Anthony

Production Design: Jan Scott

Sponsor: P. Ballantine & Sons

Agency: William Esty Company, Inc.

NBC Press Representatives: Betty Lanigan, New York; Norm Frisch,
Hollywood.

Origination: NBC-TV Brooklyn, N. Y. Color Studios.

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NBC-New York, 1/26/61

January 27, 1961

MAX FACTOR AND FEDDERS ORDERS MAKE 'THE AMERICANS' SERIES
A VIRTUAL SELL-OUT; FACTOR BUYS OTHER NBC-TV SHOWS, TOO

NBC-TV's new full-hour Monday night series,
"The Americans," which premiered Jan. 23 (7:30-8:30 p.m.
EST), is already a virtual sell-out, it was announced
today by Don Durgin, Vice President, NBC Television
Network Sales.

The most recent advertisers to purchase
sponsorship in the new Civil War adventure-drama series
are Max Factor & Company and Fedders, Inc. Max Factor
also purchased sponsorship in "Michael Shayne,"
another NBC-TV nighttime program, and three daytime
shows -- "Play Your Hunch," "The Jan Murray Show" and
"From These Roots."

The Max Factor orders were placed through
its advertising agency, Kenyon & Eckhardt Inc., and
the Fedders purchase was through Hicks & Greist Inc.

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'NBC SPECIAL NEWS REPORT' COVERS ARRIVAL
OF U.S. FLYERS RELEASED BY SOVIET

The arrival of two U. S. flyers, who were flown to Washington after their release from the Soviet Union, was covered in a special NBC News program today (Jan. 27) on the NBC-TV Network (11:55 a.m.-12:30 p.m. EST).

The "NBC Special News Report" showed Capt. Freeman B. Olmstead and Capt. John R. McKone arriving at Andrews Air Force Base near Washington, where they were greeted by their wives and by President John F. Kennedy.

The program included a background report by correspondent Frank McGee, covering the capture of the two flyers by the Soviet Union, the UN Security Council meeting dealing with the incident, and President Kennedy's announcement of their release at his news conference.

The "NBC Special News Report" was sponsored by the Gulf Oil Corporation.

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NBC-New York, 1/27/61

DAVID BRINKLEY OF NBC NEWS RECEIVES
THE 1961 LA SALLE COLLEGIAN AWARD

NBC News correspondent David Brinkley has received the 1961 La Salle Collegian Award, presented annually for public service in the communications field.

The award is presented by the Collegian, weekly student newspaper of La Salle College, Philadelphia. In an editorial comment on the award, the Collegian said that the correspondent's "reputation for fair, thorough reporting in an exacting medium is, we feel, well deserved."

"Mr. Brinkley has, moreover, brought a refreshing originality to the purveying of the news. His style is lively yet correct; his wit fresh and appropriate. .. Mr. Brinkley's intelligent good humor is a public service that brings millions back to reality."

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NBC-New York, 1/27/61

NBC COLOR TELEVISION NEWS



January 27, 1961

VERNON DUKE TO COMPOSE NEW ARRANGEMENT AND CONDUCT
SCORE FOR 'TIME REMEMBERED' COLOR BROADCAST

Vernon Duke, distinguished American composer who has achieved acclaim in both the popular and classical musical idioms, will conduct his original score for the color broadcast of "Time Remembered" on "Hallmark Hall of Fame" Tuesday, Feb. 7 (NBC-TV Network, 7:30-9 p.m. EST), producer-director George Schaefer announced today.

Duke (who uses the name Vladimir Dukelsky for his serious compositions) composed the original score for the 1957-58 season's hit Broadway version of "Time Remembered," which starred Helen Hayes. The "Hallmark" adaptation by Theodore Apstein of Jean Anouilh's romantic comedy stars Christopher Plummer, Dame Edith Evans and Janet Munro with Barry Jones and Paul Hartman.

The Russian-born composer of many noted symphonies as well as operetta and ballet scores is perhaps best known for some of America's all-time popular tunes, including "Taking a Chance on Love," "Cabin in the Sky," "April in Paris," "I Can't Get Started with You," and the U. S. Coast Guard's official march, "The Silver Shield." He has composed music for many movies including "Battle Station" and "April in Paris," and the scores of many Broadway hit productions including "Time Remembered," "Sadie Thompson," "Cabin in the Sky" and "The Ziegfeld Follies" (1934 to 36).

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NBC TRADE NEWS

January 30, 1961

COVERAGE OF U.S. INAUGURATION DAY ACTIVITIES SUPPLIED
TO SIX FOREIGN COUNTRIES BY NBC INTERNATIONAL

NBC International supplied coverage of Inauguration Day activities in Washington on Jan. 20 to television facilities in six foreign countries, or a total of nearly 15 hours on film, it was announced today by Alfred R. Stern, Chairman of the Board, NBC International.

The coverage was in addition to a separate agreement between NBC and England's BBC by which BBC carried a special half-hour program on Jan. 21 provided by NBC News.

The countries which negotiated Inaugural coverage with NBC International were Holland, Denmark, Italy, Germany, the Philippines (Manila) and Australia. Germany obtained a total of three hours' coverage of the day's activities, and Australia three hours and 15 minutes, including one-half hour of the Inaugural Ball. The Australian segment, edited off the air, was filmed on the West Coast.

Manila took two and one-half hours, and Holland, Denmark and Italy each two hours.

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NBC TELEVISION NETWORK NEWS

January 30, 1961

'ACAPULCO,' NEW ADVENTURE SERIES, STARTS FEB. 27 ON NBC-TV

Will Have Same Stars and Same Sponsor as 'Klondike,'

Show It Replaces in Monday Night Time Spot

"Acapulco," a new filmed adventure series with the unique distinction of having the same stars and the same sponsor as the series it replaces, will start on the NBC-TV Network Monday, Feb. 27 (9 to 9:30 p.m. EST). The announcement was made today by David Levy, Vice President, Programs and Talent, for the network.

The new series, about the present-day adventures of two American beachcombers in the famed Mexican resort, will co-star Ralph Taeger and James Coburn, the stars of "Klondike," whose time period "Acapulco" will take. Telly Savalas will co-star as a retired criminal lawyer in "Acapulco."

"Acapulco" will be sponsored by R. J. Reynolds Tobacco Company through its agency, William Esty Company, Inc. The new show, like "Klondike," will be produced by Ziv-United Artists in association with NBC-TV.

Taeger and Coburn both received acclaim for their "Klondike" roles -- Taeger as a fortune hunter in the Yukon, and Coburn as his nemesis. In "Acapulco," Coburn is cast as Gregg Miles and Taeger as Patrick Malone, Korean War veterans who are attracted by the easy life and beautiful women of Mexico's Pacific Coast. Their footloose life

(more)

often is interrupted on behalf of a retired criminal lawyer, Mr. Carver (Savalas), when he is threatened by former underworld associates. Miles and Malone help Carver because he is the father of a war buddy who was killed in Korea.

"Acapulco," will be produced and written by John Robinson. It will be filmed on the Ziv-United Artists lot in Hollywood and on locations in Southern California, Mexico, the Caribbean and other colorful areas.

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NBC-New York, 1/30/61

January 30, 1961

NBC-TV AND RADIO TO COVER KENNEDY'S NEWS CONFERENCE

President John F. Kennedy's news conference Wednesday, Feb. 1 will be carried live on the NBC Television and Radio Networks at 10 a.m. EST.

The pool coverage of the Presidential news conference will be produced by NBC News. The conference will be held in the auditorium of the State Department building.

SECRETARY HODGES TO 'MEET THE PRESS'

Luther H. Hodges, new Secretary of Commerce and former governor of North Carolina, will be interviewed on "Meet the Press" Sunday, Feb. 5 on the NBC-TV Network in color (6 p.m. EST); on NBC Radio Network, except WNBC, as part of "Monitor" (6:30 p.m. EST; WNBC time, 6:35 p.m. EST).

Secretary Hodges is the first Cabinet member in the new administration to appear on a panel interview program. On the panel will be Henry Gemmill of the Wall Street Journal, James Reston of the New York Times, Richard Harkness of NBC News and Lawrence E. Spivak, producer and permanent panelist. Ned Brooks will be moderator.

"Meet the Press," a public affairs presentation of NBC News, will be broadcast Feb. 5 on color tape. It will be pre-taped in Washington that day.

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NBC COLOR TELEVISION NEWS



LOVE (IN 3-PART STORY WITH MUSIC AND COMEDY) COMES TO COMO SERIES
AS PERRY STARS WITH DIFFERENT LEADING LADIES AND OTHER HEADLINERS

Perry Como will depart from his usual variety format to present a three-part "love story" -- with music and comedy -- on three successive color broadcasts of "Perry Como's Kraft Music Hall" starting Wednesday, Feb. 22, on the NBC-TV Network (9-10 p.m. EST).

The shows will have a "boy-girl" theme starring Como and a different leading lady each week. In Part One (Feb. 22), titled "Boy Meets Girl," Como's guest girl will be Anne Bancroft and Jimmy Durante will be the third side of a triangle.

In Part Two (March 1), "Boy Loses Girl," the guests will be Janet Blair (as the girl) and the comedy team of Mike Nichols and Elaine May, who try to patch up the couple's differences.

In Part Three (March 8), "Boy Gets Girl," Como's "girl" will be Judy Holliday, and an added guest is George Sanders, who helps to bring the affair to a happy ending.

Como's entire regular production staff will contribute to the three-part presentation, which will be produced by Nick Vanoff and directed by Dwight Hemion with Henry Howard as associate producer. The script will be written by Goodman Ace, with Selma Diamond, Jay Burton, Frank Peppiatt and John Aylesworth. Ray Charles, choral director, will write special musical material and Peter Gennaro, dance director, will choreograph original numbers. Arrangers Joe Lipman and Jack Andrews will contribute special material and arrangements for the Mitchell Ayres orchestra.

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NBC-New York, 1/30/61

NBC-TV NETWORK PROGRAM

PRESIDENT KENNEDY TO BE INTERVIEWED ON 'DAVE GARROWAY TODAY SHOW'

President John F. Kennedy will be interviewed on NBC-TV's "The Dave Garroway Today Show" Tuesday, Jan. 31 during the 8:30-9 a.m. EST segment.

The interview was taped Saturday, Jan. 28 in the broadcast room of the White House. Dave Garroway flew to Washington to interview the President.

It is believed that President Kennedy's appearance marks the first time that a President of the United States has given an exclusive interview on a regularly scheduled television program. The interview is in connection with the 150th anniversary of the Massachusetts General Hospital in Boston. President Kennedy is a member of its Board of Overseers. Half of the "Dave Garroway Today Show" -- 8 to 9 a.m. EST -- will be devoted to the anniversary observance.

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NBC-New York, 1/30/61

CREDITS FOR 'THE SOUNDS OF AMERICA' COLOR BROADCAST
OF THE 'BELL TELEPHONE HOUR' ON THE NBC-TV NETWORK

Date and Time: NBC-TV Network color broadcast Friday, Feb. 17, 9-10 p.m. EST.

Origination: Disneyland, U. S. A.

Executive Producer: Barry Wood

Stars: Gene Nelson and Jacques d'Amboise and special guests -- the Earl Twins, Ruth and Jane.

Cast: Scott Lane as the Boy
Dwight Marfield as Mark Twain
The Ralph Brewster Singers

Musical Director: Gordon Jenkins

Composer-Lyricist: Gordon Jenkins

Choreographer: Hermes Pan

Producer-Director: Sid Smith

Description: A program of music and dance with an original score utilizing well-known songs. Filmed and taped in Disneyland, the program is divided into four acts:

- (1) "The Train to Yesterday"
- (2) "Out West"
- (3) "The River"
- (4) "Main Street"

Interspersed are "sound essays" which provide a panoramic "picture-in-sound" of the U. S.

Special Direction: Irving Jacoby directed "The Train to Yesterday," "Island Treehouse and a Cave" from "The River," and the "sound essays."

Package Producer: Henry Jaffe Enterprises

Costumes: Grady Hunt

Associate Producer: Ed Cosgrove

Lighting Director: Del Jack

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DRUGS AND CHEMICALS DIVISION, FBI-WASH
JAN 10 1967

2 - Cast and Credits for "The Sounds of America"

Audio Director:	Willis Freytag
Cinematographer:	Joel Coleman
Sponsor:	The Bell System
Agency:	N. W. Ayer and Son Inc.
NBC Press Representatives:	Leonard Meyers (New York); Jane Westover, Hollywood

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NBC-New York, 1/30/61

OM THE NATIONAL BROADCASTING COMPANY

ty Rockefeller Plaza, New York 20, N. Y.

2-X-H

ROBERT W. SARNOFF SCORES CRITICS OF POPULAR TASTE

- - -

Tells National Automobile Dealers Association

'The Public Is Best Judge of What It Needs'

SAN FRANCISCO, Jan. 31 -- Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, today chided those who "feel contempt for the public, because they regard it as a patsy for hidden persuaders, a pawn in the hands of industrial intriguers and the manipulators of Madison Avenue."

He dubbed them "the insolent charioteers who ride roughshod over such scorned manifestations of popular taste as tail fins or Westerns." In an address before the 44th annual convention of the National Automobile Dealers Association, he said that such critics of popular taste "profess great concern for the public and the public interest -- as long as they can presume or prescribe what the public ought to want."

"It is one of their articles of faith," he added, "that the public can be made to buy what it doesn't want, or doesn't need. The public itself is the best judge of what it needs, and indeed whether it should buy things it doesn't need. But nobody buys what he doesn't want. I have spent some time this afternoon singing the praises of advertising, but I would never suggest it can sell a product that people don't want or that it can hypnotize them into decisions they don't wish to make."

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Mr. Sarnoff said that "those of us who depend upon public favor have a right, even a responsibility, to try to lead and influence public taste. But we can only propose; it is always the public that disposes, and rightly so."

The NBC Chairman told the nation's automobile dealers that radio and television shared the deep impact of the automobile "as personal instruments of technology that have done so much to transform man's relationship to the world around him."

Apart from their effects on U. S. social, cultural and political life, he said, the automotive and broadcasting industries each now functions "as a kind of flywheel that keeps the wheels of prosperity turning" for the whole American economy.

"It is important to remember," he said, "that this vital role in stimulating economic progress does not flow automatically from the automobile or broadcasting simply as instruments of technology. Of equal importance is the social and economic framework in which these great industries function under the principle of freedom.

"In Russia today, there is only one manufacturer of motor cars, only five different makes, hardly more than half a million automobiles on the road. The Soviet Union is turning out 125,000 cars a year, according to the most recent figures we can get. A well-paid Russian factory worker by Russian standards has to save two years' pay to buy the cheapest car on the Soviet market -- and he has to wait at least two years for delivery. Maybe that's what they mean by a planned economy.

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"It is free competitive enterprise that has made possible the automotive industry's phenomenal growth and continuing contribution in the United States and has enabled us to lead the world in this field. By the same token, it is freedom of broadcasting as an advertising-supported medium that has developed American television and radio as the most flourishing in the world, not only for the range and vitality of its programming but for constructive benefits to our economy as a whole."

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Address by Robert W. Sarnoff
Chairman of the Board
National Broadcasting Company, Inc.
Before the 44th Annual Convention
National Automobile Dealers Association
San Francisco, California
January 31, 1961

"FREEWAYS TO THE FUTURE"

It is a privilege to attend this gathering and have the opportunity of exchanging ideas with you. Although this is my first N. A. D. A. convention, I feel right at home. For one thing, whenever Americans get together, they talk about automobiles sooner or later, and they don't seem to need any more credentials than a driver's license.

Apart from those credentials, however, I think I can say in all modesty that I consider myself something of an automobile dealer, too. Our showroom at NBC is no larger than the wide end of a television picture tube, but it can handle all the cars Detroit can produce and just about all the customers in the country. And we have some heads-up automobile salesmen in the persons of Dinah Shore, Bob Hope, Tennessee Ernie Ford, Fred Astaire, Bob Horton and Alfred Hitchcock. If I've left anyone out, I'm sure the NBC Sales Department will hear about it before the end of the day.

I'm struck by some other parallels between your business and mine. As industries, both of us serve the varied and shifting tastes and needs of a mass market. And both of us must offer something for everyone. The automobile industry is to be commended on achieving the greatest diversity of makes, models, sizes and prices in more than a quarter of a century. In serving the same goal of diversity, network

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television offers a wide range of different makes and sizes -- comedy and adventure, music and drama, sports and opera, news and variety, in lengths ranging from fifteen minutes up to two hours -- and we redesign and retool constantly in the effort to reach and please as many customers as possible.

Perhaps the greatest kinship between the automobile and broadcasting industries is their profound impact upon our whole way of life. Today I would like to explore in broad outline how both have helped to shape our modern society; some of the ways in which they bear upon each other, and their deep implications for our national well-being, now and in the future.

Back in 1903, not long after the internal combustion engine was put on wheels, a far-sighted writer in "The World's Work" said of the automobile: "It is a revolution in daily life. With an automobile one lives three times as much in the same span of years, and one's life becomes to that extent wider and more interesting." Back in the '30s, when the automobile had been around for some forty years, the noted social scientist, William F. Ogburn, wrote: "The inventor of the automobile has had more influence on society than the combined exploits of Napoleon, Genghis Khan and Julius Caesar."

I am not sure some updating of these observations may not be needed in the light of subsequent advances of science and technology -- the smashing of the atom, the discovery of antibiotics, the penetration of outer space and the establishment of the Diners' Club, to name a few. But even in the age of the atom and the jet plane, only radio and television rival the automobile as personal instruments of technology that have done so much to transform man's relationship to the world around him.

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Between them, the automobile and broadcasting have given modern man a degree of power over time and space that the magic of the legendary seven-league boots could hardly suggest. They have pushed back the horizons of our environment so that the ordinary American of the mid-Twentieth Century can enjoy a range and richness of experience denied to all but kings and potentates in centuries past. Little wonder that the average man's most prized outdoor possession is his automobile -- with radio as its inseparable companion -- while indoors he spends more time with his television set than in any other waking activity except his job.

The social and cultural effects have been enormous. The automobile has changed the face of the American landscape, quickened the tempo of life, altered the patterns of work and play, ended the isolation of the farmer and brought about a mammoth reshuffle of the nation's population with the creation of Suburbia. It has given us a degree of first-hand knowledge of our own country and a sense of unity we never had before. And so have radio and television, while bringing millions of Americans unprecedented access to a wealth of entertainment and information.

As a single example, the pioneering efforts of network radio did more than anything else to cultivate the taste for fine music that makes concert halls today more crowded than baseball parks. Network television greatly expanded the range of the arts that could be brought into homes throughout the country. Thousands of communities without the theater, the opera, the ballet or the variety stage have been brought electronically into this new realm of enjoyment. The living

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history of public affairs has been placed at the fingertips of anyone who can reach a television dial. Where radio is concerned, the dial, of course, is also in the car, providing all the instantaneous service of news, information and music to Americans on the go.

In the field of government and politics, the automobile and broadcasting have added important new dimensions to democracy. When it comes to political campaigning, the motorcade has endowed candidates with personal mobility inconceivable in an earlier era, and thereby enabled more Americans than ever before to see and hear their candidates at first hand in the streets and meeting places of their own communities. Broadcasting has brought the candidates up close, into the home itself, under the scrutiny of a whole nation at one time.

No attempt, however brief, to review the impact of our two industries on American society should fail to take account of some of the problems as well as the achievements. Television, for example, has been accused of mediocrity in programming, of failure in creativity, of depicting excessive crime and violence. For the most part, these charges are untrue or exaggerated, and seem to be directed more to the tastes of the public than the derelictions of broadcasters. Those who make them fail almost invariably to recognize the positive contributions of the medium. At the same time, responsible broadcasters recognize that we are far from perfect and that we must keep striving for improvement in all we do.

The automobile has created its own share of problems, such as traffic congestion and the heavy toll taken by careless driving, and to parallel the broadcasting situation, these are problems essentially involving drivers rather than automobile manufacturers or

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dealers. We might well remind ourselves of all the lives that are saved, and the injuries and illnesses that are swiftly and effectively treated, thanks to the increased range and speed that the automobile has given to medical attention of all kinds. Still, the automotive industry must, and does, rise affirmatively to the challenge of combating America's shocking highway accident rate. In this effort, the N. A. D. A. deserves recognition for launching its continuing highway safety campaign last month on the NBC Radio Network. These special announcements represent a highly effective technique of carrying the vital message of highway safety where and when it will do the most good -- to millions of drivers on the roads across the nation -- and they reflect credit on your organization and its sense of good citizenship.

I have touched on -- or perhaps grazed would be more like it -- only some of the aspects of the social, cultural and political impact the automobile and broadcasting have had on American life. Certainly none of these is greater than the deep and widespread economic effects they have produced. Virtually every business in the nation has felt the stimulus of the automobile and its husky offspring, the truck and the bus. Whole industries have been created or vastly altered to meet the needs and opportunities represented by these vehicles -- such enterprises as gasoline and oil, tires and accessories, road building, motels, resorts, drive-in movies and shopping centers.

But the automobile's most spectacular contribution to the nation's economic progress has been the immense growth of the automotive industry itself. Since the industry's inception, it has built

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and sold one motor vehicle for every man, woman and child alive in the United States today. As a national magazine recently put it, the automotive industry is the beef in the nation's economic diet. To that accurate observation, I would add that television, radio and the other advertising media play a vital part in getting the beef home and on the table.

What the automobile has done for mass production, the advertising media have in a sense done for mass distribution. Just as automotive manufacturing set the classic pattern for mobilizing output, so advertising has provided the means of mobilizing demand on a national scale -- whether it be for soap or cigarettes, washing machines, breakfast cereal or motor cars. Thus advertising serves as a stimulant and catalyst for the whole economy -- and broadcasting is the most modern and potent advertising force at our disposal.

Styling and models change in advertising, just as they do in automobiles. Some of the advertising of the past seems as archaic as the toolbox that was bolted on the running board, or the brace that was purchased as an accessory to keep the steering column rigid. Here, for example, are some automotive advertising slogans that now seem quaintly nostalgic: "No Hill Too Steep -- No Sand Too Deep!" "Buy a Bates and Keep Your Dates!" "The Car With A Conscience!" "King -- The Car of No Regrets!" And another old favorite of mine, which may have been the copywriter blowing his own horn: "No Noise But The Wind!"

We still have slogans today, of course; in fact, one car claims to have no noise but the clock. But modern advertising also combines sight and sound, color and demonstration. Many years ago,

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before the impact of broadcasting, one of advertising's most brilliant practitioners, Albert Lasker, called advertising "salesmanship in print." I would agree that advertising is selling, and now television has brought it to such effectiveness that I feel we broadcasters are actually in sales partnership with you, the dealers. That is why automobile dealers and manufacturers last year bought about \$80 million worth of time and programs on national and local television.

You have the job of making the final sale -- the one that counts; it can be clinched only on your showroom floor. Dinah Shore cannot discuss delivered price in Omaha or Birmingham, nor can Bob Hope or Tennessee Ernie give a trade-in estimate. But they can and do accomplish two things. They create an image of the car -- of its quality, styling, value, usefulness, desirability. And they accomplish something that none of your salesmen can do: they provide a driving demonstration to the prospective buyer while he sits in his living-room chair. This combination is the most effective technique yet devised to motivate the desire to own, the decision to act and the actual visit to the showroom floor.

The superior effectiveness of television in recruiting and pre-selling your customers is not just a matter of speculation. For five years, on a continuing basis, NBC has been underwriting comprehensive and penetrating research to analyze the relationship between automobiles and the people who buy them. These pioneering research studies have developed new information of recognized value to the automotive industry and the advertising business. Two years ago, for example, they helped to analyze the growing market for compact cars. Over the years, this research has provided manufacturers and their advertising agencies with valuable guidance establishing their important stake in the television medium.

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Among the subjects our research specialists have covered are these: how buyers shop for cars; the kind of people who buy specific makes; customers' attitudes toward different makes and models, the role of the salesman; the uses and effectiveness of various advertising media. As many of you must know, dealers themselves have been among our best sources of information. Our research has also been based on depth interviews with car shoppers, buyers and manufacturers. I think you may be interested in some of their findings.

When the 1960 models were coming out, we approached a cross-country sample of several thousand men and women and, on the basis of their responses, divided them into two groups: those who considered themselves active customers for a new car -- the "declared prospects;" and those who were uninterested or uncertain about buying one -- a group we labeled the "undeclared prospects." Then we kept tabs on both groups to learn who actually bought cars and what influenced them.

We found that both the declared and undeclared prospects spent more time watching television each day than they spent with newspapers and magazines combined. We also found that television gave them their strongest impression of advertised automobiles -- by a wide margin compared with any other medium. And we learned that half of the new car sales were made to people who had originally been considered poor prospects -- the people who needed extra persuasion to get them into the showroom -- and who were more influenced by television even than the declared prospects.

Turning from the impact of television in general to particular programs advertising automobiles, the surveys demonstrate that viewers of the average automobile-sponsored program have a higher opinion of

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the car advertised than non-viewers of the program; are more aware of the automobile sponsor's slogans; are more likely to go to the showroom -- and more definitely inclined to buy that car.

The NBC automotive studies examined not only customer attitudes but your attitudes as dealers. We found that 59% of all the dealers surveyed feel television is the most effective kind of national advertising for getting people to visit the showroom. Sixty-five per cent of all the dealers named television as the national medium that does the best job of pre-selling and making the sale easier once the customer is in the showroom. Among dealers handling cars whose manufacturers make extensive use of all the advertising media, the preference for television was even higher.

NBC's particular interest in the automotive market is reflected by the fact that we carry 60% of the automotive advertising on network television. One of the reasons for our supremacy in this field, I believe, is that NBC has pioneered color television and is still alone in developing it on a network basis. Certainly in this forum there is scant need to dwell on the merchandising importance of color; you know from your daily experience in the showroom how important color is to your customers. I have yet to see the dealer who handles cars only in black, white and gray.

Color television cannot yet be compared with black and white in its scope as a mass medium. Yet it is unique in combining a special market of its own with the huge mass audience that watches the same program in compatible black and white. And our research shows it is a very special market indeed. Color set owners at this time represent a relatively high-income group: they own more cars than non-color set

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owners, they buy more new cars and their cars are of a later model. Color programs attract a greater percentage of viewers than the same programs in black-and-white. In fact, color doubles a program's ratings in color homes. Where advertising impact is concerned, here are some significant measurements: among owners of monochrome sets, television is mentioned about three times as often as magazines as the medium offering the best idea of what the new cars are really like. Among color set owners, the ratio becomes five to one in favor of television.

All the resources of broadcasting, both radio and television, are at the service of the automotive industry as you enter a period of great, perhaps unprecedented, competitive challenge. The market for automobiles can be expected to keep pace with the growth of our population, but your own economists tell us that it has attained a relative stability for the years immediately ahead. It will be tougher than ever for each make to carve out, maintain or increase a share of the existing market, especially now that there are more new competitors in the field. Last year there were four new makes on the market, four times as many as we had seen in any single year since the war. And this year, we have four more new ones on top of that. Amid shifting tastes and changing habits, new cars must establish their identity and personality with the buying public, and established cars face the parallel challenge of building upon the loyalty and promise of the past.

From an industry standpoint, I believe you should welcome this exciting period of change and challenge because it adds new zest to America's longtime love affair with the automobile. For the industry is confronted increasingly by a new kind of competition of

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which I know you are all aware: the automobile salesman is not just competing with the automobile salesman across the street for the car buyer's dollar; he is also up against the home-appliance dealer, the home decorator, the swimming-pool manufacturer and those seductive travel posters that beckon to far-away places at a price that might go instead into a new car.

The long-term future holds unusual promise for both our industries. The exploding population of our country and its dispersion into vast regional complexes will create a growing need for swift, comfortable personal transportation as well as efficient communications on a mass scale.

It is equally fair, I believe, to predict that our two industries hold unusual promise for the long-term future of our country and its economy. As I have tried to show, each now functions in its own way as a kind of flywheel that keeps the wheels of prosperity turning for the whole American economy.

It is important to remember that this vital role in stimulating economic progress does not flow automatically from the automobile or broadcasting simply as instruments of technology. Of equal importance is the social and economic framework in which these great industries function under the principle of freedom. In Russia today, there is only one manufacturer of motor cars, only five different makes, hardly more than half a million automobiles on the road. The Soviet Union is turning out 125,000 cars a year, according to the most recent figures we can get. A well-paid Russian factory worker by Russian standards has to save two years' pay to buy the cheapest car on the Soviet market -- and he has to wait at least two years for delivery. Maybe that's what they mean by a planned economy.

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It is free competitive enterprise that has made possible the automotive industry's phenomenal growth and continuing contribution in the United States and has enabled us to lead the world in this field. By the same token, it is freedom of broadcasting as an advertising-supported medium that has developed American television and radio as the most flourishing in the world, not only for the range and vitality of its programming but for constructive benefits to our economy as a whole.

We cannot take this freedom for granted, because there are always people ready to run it down. They are the insolent charioteers who, in their superior wisdom, ride roughshod over such scorned manifestations of popular taste as tail fins or Westerns. They profess great concern for the public and the public interest -- as long as they can presume or prescribe what the public ought to want. Essentially, they feel contempt for the public, because they regard it as a patsy for hidden persuaders, a pawn in the hands of industrial intriguers and the manipulators of Madison Avenue.

They pay us an impossible compliment. It is one of their articles of faith that the public can be made to buy what it doesn't want, or doesn't need. The public itself is the best judge of what it needs, and indeed whether it should buy things it doesn't need. But nobody buys what he doesn't want. I have spent some time this afternoon singing the praises of advertising, but I would never suggest it can sell a product that people don't want or that it can hypnotize them into decisions they don't wish to make. There is no more eloquent testimony than the recent history of the automobile

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industry -- some of it pretty painful -- to the fact that people have a stubborn way of making up their own minds.

Certainly those of us who depend upon public favor have a right, even a responsibility, to try to lead and influence public taste. But we can only propose; it is always the public that disposes, and rightly so. In the final analysis, what we must safeguard is the public's freedom of choice -- and our own freedom to meet it. Those are the free ways that have carried America into the vanguard of human progress. They are also the freeways to the future.

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ROBERT E. KINTNER URGES SENATE SUBCOMMITTEE TO BROADEN
AND MAKE PERMANENT THE LEGISLATIVE RELIEF THAT ENABLED
BROADCASTERS TO PRESENT 'THE GREAT DEBATE' IN 1960

WASHINGTON, Jan. 31 -- Robert E. Kintner, President of the National Broadcasting Company, urged the Senate Communications Subcommittee today to broaden and make permanent the legislative relief that enabled broadcasters to present "The Great Debate" in 1960.

Mr. Kintner disclosed that the four hour-long encounters between John F. Kennedy and Richard M. Nixon had reached a total television audience measured at 120,000,000 different Americans -- a public larger than the electorate itself. "If the candidates had met to debate daily in New York's Yankee Stadium before a capacity crowd," Mr. Kintner said, "it would have taken them almost five years to be heard by that many people."

In addition to "The Great Debate," he said, the temporary lifting of the "equal time" restriction in the 1960 Presidential campaign enabled NBC to present the personalities and issues of the contest more extensively and in more varied ways than ever before. He noted that the nominees also appeared on such programs as "The Campaign and the Candidates," "Meet the Press," "The Dave Garroway Today Show" and "Chet Huntley Reporting."

From last Aug. 24, when the temporary freedom came into effect, until Election Day, he said, NBC offered 24 hours and 15 minutes of campaign programming -- not counting regular newscasts or paid political broadcasts. During that time, he added, the major candidates for President and Vice President were on the NBC screen themselves for $10\frac{1}{2}$ hours.

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"That was as much as the candidates were willing to appear," he said.

"They all declined invitations for additional appearances."

If the candidates' supporters had been paying the bill for the 10½ hours they did appear, he estimated, "it would have come to almost \$1,700,000 -- or 66 per cent more than the \$1,004,000 which the major parties spent for paid political broadcasts on the NBC Television Network in 1960."

Until the temporary relief last year, the "equal time" restraint -- part of Section 315 of the Communications Act -- discouraged any broadcast presentation of the major Presidential and Vice Presidential candidates by compelling broadcasters to grant comparable appearances to a dozen or more fringe-party candidates.

"It has always been my conviction," Mr. Kintner said, "that broadcasters are capable of a fair and responsible job of covering political news unencumbered by the 'equal time' shackles of Section 315. In 1960, given the opportunity, we proved it. Having proved it, I believe we have earned the right to serve the public with the same effectiveness in the future. I believe we should be permitted to exercise that right not only in campaigns for President and Vice President of the United States but in any political contest at any level of our government."

Mr. Kintner said that records of the candidates' appearances on NBC attest "to the scrupulous balance we observed." In addition, he said, the relaxation of the "equal time" provision enabled broadcasters to treat the minority parties "in proper journalistic perspective."

He urged a permanent end to the "equal time" restraint "not as a favor to broadcasters but because it would serve the public interest."

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"The journalistic freedom we seek," he added, "is nothing that broadcasters can turn to their profit in dollars and cents. In fact, its exercise places a business burden on broadcasters rather than giving them any business advantage. The broadcasting industry loses vast sums of money on its informational programming efforts, even in most cases when such programs attract the sponsorship of advertisers.

"It is no secret that some broadcasters have gladly taken refuge behind the obstacles of Section 315 to plead that this law prevents them from devoting time to presentation of the candidates to the public. To remove the obstacles would be to remove the refuge, and thereby to get more public affairs programs on the air.

"I am convinced that one of the most important long-range effects of the expanded political coverage we were able to undertake last year will be a steady expansion of informational programming on television. At NBC our showing during the conventions and the campaign won such interest from audiences that it made an important contribution to the present expanded scope of our news and public affairs efforts, and to greater sponsor interest in such programming."

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Statement of Robert E. Kintner
President
National Broadcasting Company, Inc.
Before the Subcommittee on Communications
Of the Interstate and Foreign Commerce Committee
Of the United States Senate
Washington, D. C.
January 31, 1961

I appreciate this opportunity to give you the views of NBC on the results of the temporary suspension of Section 315 of the Communications Act in the 1960 Presidential campaign. First, I should like to express the regrets of Robert W. Sarnoff, Chairman of the Board of NBC, that a long-standing engagement in San Francisco prevents him from representing our company here today. It would have been fitting for Mr. Sarnoff to offer this report and answer your questions since he has been a prime mover in the efforts of broadcasters to obtain a greater measure of journalistic freedom.

At the same time, I must admit it pleases me personally to take advantage of your invitation. Before I went into broadcasting, I worked for many years as a newspaperman specializing in government and politics, so that my experience almost throughout my professional life is related to the subject of this hearing. As a working broadcaster and a former political reporter, I can testify that in last fall's campaign, broadcasting came closer than ever before to enjoying the freedom of the press. As a result, the issues and the candidates were brought directly home to the American people to an extent never achieved before.

NBC's views on the matter before you can be summarized as follows:

1. As a result of the suspension of Section 315, the broadcasting industry not only expanded its coverage of the Presidential campaign but demonstrated its fairness and responsibility in making use of its freedom.

2. "The Great Debate" proved a highly effective technique of enabling the whole electorate to see and hear the candidates in face-to-face discussion of the issues.

3. Where NBC itself was concerned, apart from "The Great Debate," we were able to present the personalities and issues of the campaign more extensively and in more varied ways than ever before. For example, we developed an eight-week series of full-hour evening programs called "The Campaign and the Candidates," which presented a detailed background on the campaign issues and the nominees, to give the public a full insight on what sort of men they were and what they stood for; four hour-long programs in this series were devoted to interviews in depth with the four major candidates. In addition to our regular news programs, we also covered the campaign in such programs as "Meet the Press," "The Dave Garroway Today Show" and "Chet Huntley Reporting." In all, from August 24, when the suspension of equal time became effective, until Election Day, we offered 24 hours and 15 minutes of campaign

coverage, not counting our regular newscasts. The major candidates themselves were on the NBC screen for 10-1/2 hours of that time. That was as much as the candidates were willing to appear; they all declined invitations for additional appearances on NBC.

4. Finally, in the light of broadcasting's performance in 1960, NBC urges permanent relief from the equal-time restraint of Section 315 as it applies to candidates for any political office. While urging elimination of this restriction, we feel that the other two main provisions of Section 315 should be retained -- one prohibiting the licensee from censoring any material broadcast by a candidate, and the other providing that charges for political sponsorship should not exceed charges for comparable commercial sponsorship.

In a sense, it is carrying coals to Newcastle to tell any group of professionals in politics, or indeed the American public at large, how broadcasters performed during the campaign. In a telegram I received midway through "The Great Debate" series, this major innovation in our political life was praised as "extremely fruitful and of great value to the people of our country" as well as "an outstanding public service" on the part of the broadcasting companies. The telegram was signed by three gentlemen whom I would consider experts: Senators Magnuson, Monroney and Pastore.

And nothing I can say about "The Great Debate" is likely

to reach as many people as saw and heard the debates for themselves. On television alone, these four hour-long encounters reached a total audience measured at 120,000,000 different Americans -- a public far larger than the electorate itself. If the candidates had met to debate daily in New York's Yankee Stadium before a capacity crowd, it would have taken them almost five years to be heard by that many people.

There is no doubt that the format of these encounters between the Presidential candidates could be improved, and there is room for difference of opinion as to how to improve it. But it seems to me that no one who believes in the essential idea of democracy can fail to approve the basic technique of giving the public this kind of chance to observe the candidates closely in direct exchanges on the issues before the country.

There has been some question over whether this technique does not give one candidate an advantage over another. It is difficult to conceive of any campaign procedure in which one candidate or another would not appear to advantage. Indeed, it is the purpose of a campaign to establish one candidate's advantage over the other. There has been some question over whether this technique of televised debate does not place a premium on relatively superficial qualities in a candidate instead of the true attributes of Presidential stature. But it seems to me that the technique provides a far better insight into a candidate and a more meaningful gauge of his fitness than his recitation of a carefully prepared speech or an eight-minute hail-and-farewell from the rear platform of a train.

Actually, both candidates are in a position to benefit from televised debate. These broadcasts demonstrated that they attract far larger audiences than either candidate can draw by himself. And, even more significantly, they give each candidate a virtually unique opportunity to speak directly to his opponent's following. But the test of televised debate, or of any electoral procedure, is not whether it may serve the political tactics of one candidate or the other, and the fortunes that inevitably shift from one party to the other. The true test is whether it serves the public. By that yardstick, I believe the debates have earned a place in our political system.

"The Great Debate" was the most conspicuous aspect of the broadcast coverage made possible by the temporary suspension of the "equal time" provision in the Presidential campaign. But it was only one aspect. Thanks to the temporary suspension, and to the 1959 amendment exempting news and interview programs from Section 315, we were able to devote far more time to presenting the candidates than ever before, and in a greater variety of formats. At NBC, the candidates and their supporters appeared not only in our regular news programs but in the special hour-long weekly series, "The Campaign and the Candidates," as well as "Meet the Press," "The Dave Garroway Today Show," "Chet Huntley Reporting" and "The Jack Paar Show."

"The Campaign and the Candidates," which we presented in prime evening time during eight weeks of the campaign, was a program we had never been free to attempt before. It was conceived as a major effort to report the events and personalities

of the campaign in depth. In this series, we gave a full hour to an intensively researched, well-rounded portrait of each major candidate for President and Vice President, his career and background, his political philosophy and position on the issues, his daily life and family environment. Our cameras visited the candidates' homes and NBC correspondents interviewed them and their wives. All these interviews were unrehearsed and presented on the air without editing, in their entirety.

In the same series, through the use of film, tape and live cameras, we traveled with the four candidates on the campaign trail. We presented reports and analysis of campaign trends by party spokesmen, professional pollsters and our own NBC News correspondents. We gave viewers the candidates' own state-by-state appraisal of their chances. We presented man-in-the-street interviews on the campaign from all parts of the country. We put on a debate between Senator Thruston Morton and Robert H. Finch for the Republicans and Senator Henry M. Jackson and Governor Abraham A. Ribicoff for the Democrats. In the last program of the series, we summarized the position of the candidates, issue by issue, letting them speak for themselves through film clips, and also presented each in a prepared statement, especially filmed for this program, explaining his concept of the office for which he was running.

"The Dave Garroway Today Show" devotes more time to a daily news report than any other program on the air, but in addition to this full regular coverage, the program offered more than 5 1/2 hours of special campaign features, including interviews

with 45 different political personalities. In addition to all the major candidates and their wives, these included such distinguished names as John Sherman Cooper and Joseph S. Clark, Wallace F. Bennett and Pat McNamara, Adlai Stevenson and Nelson Rockefeller, Sam Rayburn and Charles Halleck, Leonard Hall and Robert Kennedy, Paul Douglas and Jacob Javits, Thruston Morton and Henry Jackson, Ezra Taft Benson and Stewart Udall.

During the same period, "Meet the Press" brought NBC viewers interviews with all four major candidates, their campaign managers and the national chairmen of the two parties.

As a result of this intensive programming devoted to the campaign, any single week was rich in political viewing. For example, on the Sunday that began the week of October 9, "Chet Huntley Reporting" brought viewers up to date on the previous week's political developments. That was followed by a "Meet the Press" interview with Senator Lyndon Johnson. On October 11, the "Today" show had interviews with two rival candidates for the House from Iowa, Dr. Floyd Burgeson, Republican, and Neal Smith, Democrat, each discussing the major issues affecting that part of the country. On October 13, we carried the third "Great Debate" between Mr. Kennedy and Mr. Nixon. On October 15, in "The Campaign and the Candidates," Bill Henry of NBC News interviewed Mrs. Pat Nixon and her two daughters in their home in Washington, and Vice President Nixon sat for an

interview with Chet Huntley and David Brinkley in the NBC Studios in Burbank, California.

Last year, in testimony before this Subcommittee, NBC pledged that we would devote eight hours to face-to-face appearances by the candidates if freed to do so. As it turned out, the candidates themselves would agree on only four hours of such appearances. However, from the time the suspension of the equal time requirement became effective on August 24 until Election Day, they actually appeared on NBC Television for a total of 10 1/2 hours within the 24 hours and 15 minutes we devoted to programs covering the campaign. None of that time includes the nightly "Huntley-Brinkley Report," the normal news periods of "The Dave Garroway Today Show" or the regular NBC midday news report.

The foregoing relates to programs developed and produced by NBC as part of its news responsibility in presenting the issues, events and personalities of the campaign. Apart from this, the two major political organizations bought a total of 8 hours and 45 minutes of time on the NBC Television Network, for their own campaign presentations, and paid just over one million dollars for these political broadcasts.

Of the 10 1/2 hours in which the major candidates for President and Vice President actually appeared in NBC-produced programs about the campaign, 9 hours and 50 minutes were concentrated in the eight weeks before Election Day. Although these figures represent the most time the candidates would accept, we offered them even more. But on various occasions, each of the four candidates declined additional opportunities to appear. If the candidates' supporters had been paying the bill for time charges and program expense for the 10 1/2 hours they did appear at no cost to them, it would have come to almost \$1,700,000 -- or 66% more than the \$1,004,000 which the major parties spent for paid political broadcasts on the NBC Television Network in 1960.

Most of these appearances would not have been possible without the suspension of the "equal time" restriction -- a suspension which this Subcommittee initiated. And although the result was to make a substantial amount of network time available to the major candidates without cost to them, the purpose for which broadcasters sought this legislative relief was a much broader one. We needed it so that we could exercise the journalistic function of covering political campaigns as fully, fairly and meaningfully as possible. But it is certainly an incidental benefit that the additional appearances made possible by the lifting of Section 315 did reduce the need for the political parties to buy time on the

air. On NBC, for example, the amount spent for paid political broadcasts last year was somewhat less than the parties spent on our facilities in 1956, despite the fact that the intervening rise in circulation and production costs has made television more expensive. Yet on all sides we heard expressions of concern about the candidates risking overexposure.

In our political coverage, we did not need an "equal time" requirement to assure fairness to the candidates. Throughout the campaign, as during the conventions, NBC News operated under management directives underscoring the importance of nonpartisan, balanced reporting and interpretation. We also took pains to maintain the same kind of balance in the appearances of the major party candidates. On August 26, two days after President Eisenhower signed the Joint Resolution effecting the limited suspension of Section 315, we circulated a memorandum to key NBC executives stating the company's policy in the light of that legislation. Here is part of that memorandum:

"NBC will continue its practice of complete impartiality and scrupulous fairness as between the candidates of the two major parties. Any broadcast appearance offered to the candidate of one major party will be offset by the offer of a comparable appearance to the candidate of the other major party. The comparable appearance may not necessarily

be on the same program, or at precisely the same time, but will represent a fair balance of opportunity as between the two candidates."

In keeping with the request of the Federal Communications Commission, we maintained and submitted a careful record of every appearance by the candidates of five minutes or longer from September 1 through Election Day. That record attests to the scrupulous balance we observed between the major parties and their candidates.

As an example of this balance, here is a tabulation of the time devoted to each of the two major candidates in the daily news segment of "The Dave Garroway Today Show" from September 12 through the rest of the campaign. It is dated from September 12 because that is when Vice President Nixon returned to campaigning from his hospitalization for a knee injury that kept him out of camera range. During that period, "Today" devoted 68 minutes and 21 seconds to picturing Mr. Nixon in its news reports, and 67 minutes and 58 seconds to picturing Mr. Kennedy. That is a discrepancy of 23 seconds--not a very large one over a period of two months. The appearances of the rival candidates in direct interviews on this program, as well as other NBC programs, were similarly balanced.

At NBC we have been gratified by the widespread recognition of our efforts to report the campaign fairly, accurately, swiftly and thoroughly. Inevitably, we have received mail charging us with bias, but, ironically, it includes letters from Democrats charging us with favoring the Republicans and letters from Republicans charging us with favoring the Democrats. In many instances, the writers of such letters objected not to our coverage but to the nature of the news itself.

It has always been my conviction that broadcasters are capable of a fair and responsible job of covering political news unencumbered by the equal-time shackles of Section 315. In 1960, given the opportunity, we proved it. Having proved it, I believe we have earned the right to serve the public with the same effectiveness in the future. I believe we should be permitted to exercise that right not only in campaigns for President and Vice President of the United States but in any political contest at any level of our government.

At the local level, in such important contests as those for Senator and Governor, for example, the public could only benefit if broadcasters were free to present face-to-face exchanges between the candidates without having to give equal time to minority-party contenders. Last fall NBC decided to experiment in this direction. In the cities in which we own stations, we sought significant political contests that would not impose the burdens of presenting minority-party candidates.

We found one in New York's 17th Congressional District between Representative John Lindsay and William Vanden Heuvel, his Democratic challenger. We were able to present a stimulating debate between these two candidates over WNBC and WNBC-TV in New York and, in doing so, I think we rendered a service to the community.

One question sometimes raised in connection with this subject relates to minority candidates. There is an important distinction to be made between two kinds of minority parties. One is the fringe or splinter party; the other is a third party of significant regional or national scope that has emerged periodically in American history.

As to the variety of fringe parties that are always with us, polling very few votes and commanding very little interest from the public, it is unreasonable from the standpoint of journalistic judgment for broadcasters to devote greater attention to them than they merit by their public standing, as reflected, for example, in the coverage they receive in responsible newspapers and magazines. Last fall -- although there was no legal requirement -- NBC invited seven fringe parties that were on the ballot in various states to take part in a one-hour television program entitled "Minority Viewpoint." Four of those parties chose to participate in the program, which was broadcast October 30. Thus the relaxation of the equal time provision did not deprive these minority parties of access to a national television audience. At the same time, it enabled the broadcaster to treat them in proper journalistic perspective.

We would also exercise proper journalistic perspective in covering the candidates and activities of a third party of genuine consequence. We would want to present the candidates of such a party to an extent fully commensurate with the best available estimates of its following and importance. In that connection, we would take into account such factors as the number of states in which the candidates appear on the ballot and in which they campaign, the population of those states and the party's possible impact on the outcome of the contest between the major parties. Our purpose would be to give a fair reflection in broadcast presentation to the third-party candidates in relation to the candidates of the two major parties; and to do so on a basis that would neither promote such a third party nor in any way prejudice its opportunities by inadequate coverage. In short, I think we would be as fair to a third party as we were in 1960 to the two major parties.

I urge you to put a permanent end to the equal-time provision of Section 315. I urge you to do so on the basis of the demonstrated responsibility and good faith of American broadcasters in the 1960 campaign, the gains in the sheer volume of broadcast political coverage and the successful introduction of "The Great Debate" as a valuable instrument of the democratic electoral process. I urge you to do so not as a favor to broadcasters but because it would serve the public interest.

The journalistic freedom we seek is nothing that broadcasters can turn to their profit in dollars and cents. In fact, its exercise places a business burden on broadcasters rather than giving them any business advantage. The broadcasting industry loses vast sums of money on its informational programming efforts, even in most cases when such programs attract the sponsorship of advertisers. It is no secret that some broadcasters have gladly taken refuge behind the obstacle of Section 315 to plead that this law prevents them from devoting time to presentation of the candidates to the public. To remove the obstacle would be to remove the refuge, and thereby to get more public affairs programs on the air.

I am convinced that one of the most important long-range effects of the expanded political coverage we were able to undertake last year will be a steady expansion of informational programming on television. At NBC our showing during the conventions and the campaigns won such interest from audiences that it made an important contribution to the present expanded scope of our news and public affairs efforts, and to greater sponsor interest in such programming.

In the long run, to give broadcasters the journalistic credentials they were able to borrow in 1960, and which they used with such responsibility and distinction, is to improve the flow of public information not only during political campaigns but

between the campaigns as well. That means a better-informed people, better able to govern itself, as well as a television and radio industry better able to offer the people program service of greater variety and maturity.

I have claimed credit for the broadcasting industry rather liberally in this statement, but a considerable share of the credit for the broadcast accomplishments of the 1960 campaign belongs elsewhere, and I gladly acknowledge it in closing. In behalf of NBC, I want to thank the members of this Subcommittee for making our efforts possible by your far-sighted action in setting us free for the 1960 campaign.

RADIO FREE BERLIN HAILS NBC FOR MAKING POSSIBLE PRESENTATION
OF PRESIDENT KENNEDY'S NEWS CONFERENCE ON WEST GERMAN TV

Radio Free Berlin, in a message to Robert W. Sarnoff, Chairman of the Board of NBC, has hailed the National Broadcasting Company for making possible the showing of President Kennedy's first news conference on West German TV.

Rolf Menzel, Editor-in-Chief of Radio Free Berlin, said the agreement with NBC "marks television history, being the first time such a complete program from across the Atlantic was shown to the German public less than 24 hours after origination."

Through NBC International, arrangements were made to send Radio Free Berlin a kinescope of the new President's first live news conference on Jan. 25 using the "hot kine" process. This provided a print of the conference immediately after it was over, and at 8 p.m. that evening it was en route by air to Germany. It arrived in West Berlin at 11 a.m. on Jan. 26 and was on the air shortly thereafter.

President Kennedy's second news conference tomorrow (Wednesday, Feb. 1) will be covered and flown to West Berlin for Radio Free Berlin in a similar agreement.

The text of Mr. Menzel's wire to Mr. Sarnoff follows:

Radio Free Berlin gratefully acknowledges NBC's help and cooperation enabling full West German television network and millions of German viewers to watch President Kennedy's first live press conference in its entirety. It marks television history being the first time such complete program from across the Atlantic was shown to German public less than twenty-four hours after origination. This follows last year's extremely successful telecasts of 'Great Debates' by Radio Free Berlin with NBC kinescopes to approximately 15,000,000 German viewers. Most hopeful we can continue receive same excellent cooperation in future. Many thanks.

Sincerely,
Radio Free Berlin
Rolf Menzel, Editor-in-Chief

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NBC-New York, 1/31/61

